

VARIETY

PRICE
15¢

Published Weekly at 154 West 46th St., New York, N. Y., by Variety, Inc. Annual subscription, \$8. Single copies, 15 cents. Entered as second-class matter December 23, 1935, at the Post Office at New York, N. Y., under the act of March 3, 1879. COPYRIGHT, 1934, BY VARIETY, INC. ALL RIGHTS RESERVED.

Vol. 113 No. 13

NEW YORK, TUESDAY, MARCH 13, 1934

64 PAGES

\$3,000,000 VAUDE 'TOUCH'

Trenton's Mysterious Stock Co.; No Biz, but Shows Go On and On

Trenton, March 12. State Theatre Players began their 22d consecutive week of stock here tonight (12) with a production of 'Another Language,' establishing a new record for Trenton, but theatre men continue to wonder how much longer they can continue. Company has not encountered a really profitable week since launching the stock company early last fall and all Trenton is speculating who the angel can be.

Trenton simply refuses to patronize stock. Majority of the populace still isn't even aware that this city boasts such an outfit. After five months the management still finds it necessary to advertise on the placards and billboards 'not a moving picture.' Although the company has proven itself competent from the start, improving weekly and bringing to Trenton established successes of the past several seasons, both commercial and artistic, grosses have seldom managed to meet the weekly nut.

Radical reductions in the scale of prices, exploitation stunts, two-for-one and other innovations (Continued on page 58)

FRISCO USHERS FIGHT BATTLE OF MARKET ST.

San Francisco, March 12. Most of the ushers, male and female, in this town look as though they had just attended an Irish tag party with bricks. It's all due to side-door crashers.

The overhead on bandages, tape and arnica has gone so high that house managers finally went to the city fathers and the gendarmes now have orders to grab anybody loitering around the side doors of theatres. The chiselers have actually been battling their way to free seats.

About a dozen lads have been hauled before judges in the last week. One received a 90 days sentence, suspended.

Educational Blaze

Cleveland, March 12. Educational film show at a local high school resulted in some excitement when a blaze started as the operator was threading his machine. Luckily, the students were only being assembled to march into the auditorium at the time.

Picture to have enlightened the uptits was 'Gold Diggers of 1933.'

Scully's Luck

Frank Scully is having his troubles with the Hays office. Fox wants to buy the title of his book for 'Invalids, Fun in Bed.' The Hays office is aghast.

Simon & Schuster, Scully's publishers, practically had the deal set. Asked \$5,000 for the title, on the basis of \$2,000 a word, then compromised on \$5,000. Max Schuster points out that 'in' is a pretty small word, anyway.

Scully is making book at 5 to 1 on no sale.

N. Y. CAPITOL'S \$17,000 SHOW

Loew's Capitol on Broadway returns to heavy money stage shows next week (16) with a \$18,000 expenditure for talent alone. Additional cost of production and the house orchestra boost the price of the show to around \$17,000.

Jimmie Durante will headline at his studio salary and a percentage split. Next in price is Lou Holtz, who is in for \$4,000. Polly Moran is on the same bill, along with Armida, 36 Sarah Strauss dancers and a couple of minor specialty acts.

Being replaced by the Strauss line, the Capitol's regular troupe of Chester Hale Girls will be dropped for the first time in eight years, although just for the one week. They have had the longest consecutive run for a permanent line in any major picture house in the country.

WAITRESSES DOUBLE IN S. AND D. IN NITE SPOT

Minneapolis, March 12. Most unusual night club here, called the Fiji, employs only waitresses who can double as dancers and singers. The girls receive only the regular union scale for waitresses.

At specified periods during the evening they doff their smocks and go into song or dance turns.

The club advertises 'free entertainment' and has a five-piece band. It serves only 3.5 beer at 6c a glass and 10c sandwiches.

ASK UNCLE SAM FOR FINANCING

AFA Petitions President Roosevelt Direct for Aid to Stage Shows—Plan Involves Bills for Institutions and Dark Theatres—\$107-a-Day Budgets

16-PEOPLE UNITS

United States government has been petitioned to save the stage end of show business, where it concerns performers in vaudeville, presentations, tabloids, minstrels, carnivals, fairs and floor shows.

American Federation of Actors is asking Uncle Sam for a \$3,000,000 'touch' for revival purposes. A letter and administrative draft outlining the plan was sent to President Franklin D. Roosevelt last week by the AFA (formerly ABA). A reply was received from the Chief Executive yesterday (Monday, 12), stating the matter had been taken under advisement and an early decision would be forthcoming.

The plan, in short, would put actors to work in units that would play free shows in hospitals, prisons, sanatoriums and other public institutions, along with regular en- (Continued on page 63)

Find NRA Factor in Daylight Saving Problem

Reading, March 12. Agitation for and against daylight saving time is up for consideration again by theatre managers here. NRA has already changed industrial working hours so greatly that the original objective, more daytime recreation, has been eliminated.

WAX BANGTAILS

Chicago, March 12. Victor is waxing a horse racing and betting record for parties. Novelty comes from Europe.

Horses in the race are numbered one to six, with no way of telling which of the half-dozen horses will win. Trick is effected by means of cross-grooves in the recording. After each player picks a number the needle winds its way through the maze of recorded grooves which play sound effects of crowds cheering a horse race.

Air Listeners Are Top Squawkers To Three-Way Comic Will Rogers

Horse Sense

If there's one thing George Godfrey, now an indie bookie, knows, it's the rear end of a horse.

The two men doing the Black Beauty prop horse act at the Folly, Brooklyn, which Godfrey books, Sunday (4) switched their respective front and rear posts.

Godfrey ran backstage, crying: 'Are you trying to jeopardize my position in my ace house?'

BEST BETS FOR ACADEMY PRIZE

Hollywood, March 12. Although ballots for the Academy award elections will not be opened until the night of the banquet, this Friday (16), survey conducted among those already voting show the following can be expected to get trophies:

Charles Laughton ('Henry the Eighth').

May Robson ('Lady for a Day') with Katharine Hepburn close runner up on 'Morning Glory.'

Fox for best picture of year, 'Cavalcade.'

Radio for best two-reel comedy, 'So This Is Harris.'

Educational for best novelty short, 'Kakatoa.'

Walt Disney for best cartoon, 'Three Little Pigs.'

Frank Capra for direction, 'Lady for a Day.'

LACK OF ROAD SHOWS AIDS BOOK PUBLISHERS

Slack of legit touring attractions has become a boon to book publishers in a roundabout way. Publication of plays in book form is more successful than it has been in many years.

Answer is said to be that there's a dearth of legit available in the hinterland: Clubs, schools and similar organizations have been sold on the idea of reading plays. Thus they are using modern and current Broadway plays almost simultaneously with their release.

Hollywood, March 12. Radio dial turners are 20 times as heavy squawkers as film fans and 400 times more critical than readers of newspapers.

This is the opinion of Will Rogers, who is the only current three-way guy to get fan mail from readers of newspapers, his see and hear film audiences and listeners-in from his broadcasts.

According to the comic's ratio, for every fan letter criticizing his newspaper comment he receives 20 from kickers about some scene or dialog in his pictures and for every film beat he gets 20 from other commentators.

Of every score of air fan letters he claims that eight tell him he is a heel, eight say he is a super-heel and four declare he is the berries.

IOWA CITY IN HUFF ON BLANCHE BATES' SNUB

Iowa City, Ia., March 12. This town, especially Mayor D. Breene, is plenty burned over Blanche Bates' remark in a recent mag splurge, to the effect that she has played every tank town in America, but never heard of Iowa City.

Rib is taken to heart here because this is a state university town, and is always plenty wary to legit attractions.

'Nobody out here ever heard much of Miss Bates either,' commented Mayor Breene.

Time Marches On

Baltimore, March 12. Ex-Mayor James H. Preston, his son Wilbur and Edward C. Carrington of New York will open a nitty in the old Preston mansion around April 2, or as soon as remodeling is completed.

The 30-room brownstone front was erected more than 80 years ago by Gen. John Eager Howard, and has since served as residence of the late Gov. Frank Brown, and for past 35 years has been the home of Ex-Mayor Preston, who now vacates to take an apartment.

Located in the generation-ago snooty Mt. Vernon Place sector, spot has been seen in years past of many of burg's most important political and social events.

"The HOUSE OF ROTHSCHILD"

MERITS FRONT and BACK PAGE ATTENTION SEE Back Cover

'MEDICINE SHOW' PROBLEM

Sponsor Fears Confusion of Program Plugging Both Laxative, Dentifrice

Bristol Myer Co. would like to consolidate the Ipana show and the Sal Hepatica stanza with Fred Allen into a single program running an hour but the drug manufacturer is afraid that the identity of the two products would be lost in the shuffle. It in the meantime, the dual plug problem can be solved to the commercial's satisfaction, the merged round of the clock will make its debut the second week in April on NBC, current release for both the dentifrice and laxative half hours.

Account figures that it's tough enough to educate the listener to associate a program with a single product and that doubling up the brand identities might react unfavorably from the sale angle for both Ipana and Sal Hepatica. In the event Bristol Myer okays the full hour idea, a single ad agency will be designated to supervise the show. Under the present agency allocation, Pedlar-Ryan had the Ipana affair while Benton-Bowles is producer of the Fred Allen whirl.

GENERAL MOTORS BIG FIREWORKS MAY 1

General Motors is lining up a parade of outstanding celebs of both the amusement field and the front page for a single hour over either NBC or CBS May 1. Occasion will serve to introduce the models of one of its passenger car brands.

In its quest for names the motor combine has expressed a preference for personalities who have had no previous commercial contacts.

Pay Tilt for Spielers

Chicago, March 12. Appears that after a long series of petitions, conferences and discussions the announcers on the NBC staff will get salary advances. Investigation of the announcer setup by an outside organization has just been concluded here with indications that the investigating committee will recommend upping the announcers' salaries and an adjustment of the sustaining and commercial wage disagreement.

Some time ago the announcers locally asked for a set scale for the spielers, starting at \$125 and rising yearly to \$200 top with the announcers stating that they would be willing under this arrangement to discourage additional commercial fees.

Dr. West Set

Chicago, March 12. Dr. West's toothpaste's "Frank Merriwell" show for kids starts on the NBC red web March 26. Program will gallop Sunday, Wednesday and Friday over a limited network. Will concentrate on the eastern stations and will be presented through the Chicago studios, though without a loop outlet.

J. Walter Thompson agency here, which has prepared the Merriwell show, is also expanding the Dr. West announcement campaign in the Midwest. Has added WDAF in Kansas City in addition to KSD in St. Louis.

Bestor-Benny

Don Bestor's combo has been paired with Jack Benny for the General Tires show, which unveils on NBC's red (WEAF) link April 6. Benny closes for Chevrolet Sunday before. General Tires' niche is from 10:30 to 11 p. m.

Bestor will double as for Benny.

BOICE HITCHED

Irvine Kendall Boice, CBS' V. H. in charge of sales, married last Tuesday (6). Bride was Mrs. Eleanor Fulton Hitchcock of Stamford, Conn.

Marriage took place in Stamford.

Frank Buck on Air

Chicago, March 12. Frank is set as the next headliner in the Palmer House show on NBC. Buck comes into Chicago for the job.

Salary for stint understood to be \$1,300, set through the Biggie Levin office here. Buck is the cinematic catcher of wild beasts has starred in a moving pictures.

ADVERTISERS OKAY BATH NIGHT

With the acquisition of the LaFrance washing powder (General Foods), and Colgate dentifrice accounts, NBC feels confident that it has gone a long way toward breaking down the Saturday night tint. If such major national advertisers as General Foods and Palmolive-Colgate-Pest have been solidly sold on the effectiveness of Saturday night broadcasting there's every reason to believe, figures the network, that the general run of merchandisers will follow suit and view the weekend schedule in a more favorable light.

Entry of the LaFrance and Colgate delegations gives NBC's red (WEAF) link two solid hours of commercials Saturday evening, with these extending from 9 to 11 o'clock. Washing powder and toothpaste take a half hour each end Essex-Hudson supports the 10 to 11 stretch. To take care of some more Saturday night business for this same loop that the web is working on the Boston Symphony orchestra is being moved to a Friday matinee spot.

PENDING RADIO LAW STOPS WAPI LEASE

Birmingham, March 12. Committee appointed by the three state colleges, owners of WAPI, Birmingham, to decide whether Bascom Hopson is to be given an extended lease on the station last week refused. Hopson had asked a 10-year extension and was willing to spend \$30,000 on a vertical antenna in order to get full time. Station is now sharing with KVOO, Tulsa, Okla.

Gov. B. M. Miller, a member of the board, said in refusing the extension "in view of legislation now pending in congress for radio allocation of facilities the board is not prepared to extend the lease."

PURE OIL CO. SEEKS RADIO PLAYHOUSE

Charlotte, N. C., March 12. Pure Oil Company is listing on a Radio Playhouse for its Pure Oil Dixie Minstrel program. Calls for tickets of admission to the studios of WBT, where the show goes on once a week with 22 people and a 10-piece band, are so great that only a small minority can be accommodated.

Fearing that irritation on the part of customers desiring to see the show and being tired to see the company's good-will that the company seeks to limit the concern is anxious to move immediately into a hall, theatre or auditorium.

Station such a place.

PILLS, SYRUPS DOMINATING AIR

28% of NBC Accounts in Drug and Cosmetic Classification—Radio Men Think It's Too Much

DROPPING LAXATIVES

In decrying radio's tendency to assume the aspects of a glorified medicine show, the critical elements within the trade are pointing to NBC's list of clients as supporting evidence for their contention. For the first time in the history of the web the drug and cosmetic manufacturers top the NBC roll of accounts in both number and percentage. Compared to a year ago the percentage of drug and cosmetic business is almost double.

Of the 134 advertisers on the NBC books as of March 1 this year 28.3% are of the drug and cosmetic category. For the parallel date in 1933 NBC had 104 clients and of these 19% were allied with the medicine and beauty article class, while the food distributors rated 40%. This year the packers of eatables represented 27.6% of the total.

In numbers the drug and cosmetic companies last year tallied 20. This year the classification accounts for 38 firms. Among the foods the drop-off was from 42 to the current alignment of 38 accounts.

That the networks themselves have become aware of the medicine show flavor is evidenced, aver these critical elements, by recent publicity releases. Announcements have been to the effect that with the expiration of their current contracts certain types of drug accounts, notably laxatives, would be dropped from the network books.

Broadcasting in general runs hot and cold on patent medicines and cosmetics making therapeutic claims. It carries a good deal according to the degree of prosperity enjoyed at the moment. If business falls off there isn't so much tendency to question the medicine programs.

CLEVELAND APPLICANT

Cleveland, March 12. Newcomer to the ether situation in this city is in the office following the application of Lucien R. Gruss for a construction permit. Gruss wants a new station to operate on 610 kc, 500 watts, during the daytime hours only. No mention made of night broadcast.

Films, Legit Attack Free Radio

Broadcasters Assert Issue Overstressed—Injury Not Proved

Washington, March 12. First steps toward curbing free shows of all descriptions and restricting competition of free radio performances were taken last week when NRA assigns when delegations from film, legit, and radio code authorities got together to talk over the situation.

While all members present reported progress, only concrete developments were passage of two resolutions which completely doctored the issue of radio competition with picture and legit theatres. Further action is expected, however, and spokesmen for films and drama were optimistic when session ended.

Although no members would talk for quotation, reports were that theatre spokesmen demanded broadcasters limit free performances "legitimate" regularly established studios. Resolution of this type was reported ready for presentation but withheld when broadcast agents

Sykes Endorses, Bellows Criticizes, Pending Abolishment of FRC and Creation of New Air Regulations

Washington, March 12. Federal moves to provide new deal for broadcast and communication industry got under way in earnest last week with Senate Interstate Commerce Committee opening hearings on Dill bill abolishing present regulatory set-up and establishing powers.

PHILADELPHIA COMPETITION KEENER

Philadelphia, March 12.

After of opposition from residents of the suburban Sixty-ninth street section, WPEN gets permission from the Zoning Board of Adjustments for the erection of its new transmitter there. Affiliate outlet, WRAX, now operating on 1020 kilocycles, will divide time with the sister station and clear the channel for KYW's move from Chicago. Howard Frazer is consultant engineer on the job.

At the same time, the Federal Radio Commission grants removal license to KYW for transmitter erection at Whitmarsh, Pa., and studios to be built in the local Westinghouse plant. "It was supposed that the Chicago station would build studios in the central Philly area, but the announced location sets it into the West Philadelphia territory, a short jump from the metropolitan business district.

WPEN, now out of the cheap time class, will furnish heavy sledding for the rest of the local 500 watters, while KYW is calculated to press the monopoly of WCAU high-power position. Reports have it that KYW should settle in Philly during the fall season.

Chicago, March 12.

Further evidence that KYW, the local Hearst station affiliate with the Herald-Examiner, will use every effort to remain in the city throughout the Fair before moving to Philadelphia is seen in the station's request to the Federal Radio Commission for extended time.

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displayed resentment toward suggestion.

Group—including Ed Kuykendall and John Flinn of film code authority, Louis Krauss and Henry Moskowitz for legit, and James Baldwin, John Sheppard, 3rd, Frank Russell (NBC) and M. L. Runyon (CBS)—whereas their regret at inability to grant future requests for charity performances, basing decision on necessity for co-operating with NRA in expanding employment opportunities.

Ed Kuykendall maintained that 85,000 persons, most of them potential film patrons, were attending free broadcasts in key cities each week, while broadcast spokesmen contended that no concrete evidence of harmful competition has been presented. Radio group felt that Kuykendall's figure could not be regarded as showing loss of admissions and that seriousness of matter has been overrated.

Assessing that broadcasters are wholly in accord with President Roosevelt's intentions as expressed in recent message to Congress, Bellows protested that pending measures go far beyond scope of White House plans. Our essential objection to this bill concerns itself with just exactly ten words. These are "The Radio Act of 1927 as amended is hereby repealed," Bellows states.

Specific objections included protest against reduction in maximum time for which licenses may be granted criticism of provision exempting 250 watt stations from quota calculations, and sharp attack on idea of putting more than one station on present clear channels.

Terminating six-months' license a serious barrier to the technical advance of radio, Bellows said, provision limiting term of licenses to one year is superfluous since existing commission never has extended time under its present authority to issue permits for periods not longer than three years. Questions of time should be left to the new agency for decision, he said.

Technical powers of commission, Bellows said, are excessive and unwise. Attacking provisions which would give new agency authority to levy fines up to \$1,000 a day, NAB spokesman declared that the new board would be at once judge, prosecutor and jury.

Other provisions assailed included section requiring broadcasters to give equal opportunities to all persons speaking in behalf of candidates for political office, protesting that since the present situation is intolerable, this bill will make it much worse. Bellows wound up with condemnation of portions of Dill bill eliminating right of appeal from commission orders, presenting a brief legal memorandum prepared by Duke Patrick, former commission general counsel which urged that present provisions be reenacted instead of leaving new law "silent and defective upon such a substantial question."

Endorsement of bill by Judge Sykes was tempered by request for certain minor changes and criticism of the so-called Davis Amendment to the present law.

Irritated by protests that the legislation would impose a censorship on both radio and the press, Senator Dill Saturday (10) vehemently denied that he intended to make it worse. "There isn't any foundation either in theory or in fact for such an idea," Washington said, referring particularly to remarks made recently by Senator Schmitt of Minnesota and former Senator Reed of California. Chamber of Commerce of the United States Saturday (10) jumped into the fight, publishing a resolution adopted by its board of directors a week earlier protesting that the bill would go beyond the President's wishes and external reviewers the existing D.C. resolution said increased regulation contemplated would achieve no useful purpose and suggested that seven-man commission would be unwieldy.

Des Moines Housewives' Knowledge Of Program Sponsors Rates High

Because of their lack of local outlets, the following programs are omitted from VARIETY's sponsor identification survey in the city of Des Moines: Boake Carter, Myrt and Marge, Easy Aces, Casa Loma Orchestra and 'March of Time'. This reduces the usual list of 20 programs tabulated to 20.

Des Moines, queen city of the corn belt, appears to have fairly steady listening habits and in general knows who's who among sponsors. Of the 95 replies received by VARIETY, 39 were from housewives. It is notable that in 10 cases the program were never attributed to the wrong advertiser. Des Moines generally either knew the right answer or didn't know at all.

Curiosity has been expressed by advertising agencies and sponsors in VARIETY's survey on the point of whether or not VARIETY made sure that the people asked to identify sponsors had ever heard the programs whose paternity was the essence of the questionnaire. All persons answering the questionnaire have been selected among adults and all among regular radio listeners. Where fewer than five or six answers have been given, VARIETY has discarded and not counted such replies on the logic that this indi-

cated the person was not a radio fan or regular listener.

Keeping it Si: No specific attempt has been made to find out if, or how often, listeners have heard specific programs. Obviously such a postscript attached to the questionnaire would tend to defeat VARIETY's essential purpose to keep the questionnaire as simple and direct as possible. Instead, the emphasis upon adults and the instructions to get housewives and women rather than men to answer is deemed to have reasonably taken care of this aspect.

Wayne King, the Chicago waltz weaver, ranks among the first five in the Des Moines count-up. This is an excellent showing, but confirms the findings of the survey to date that King is best known near his native town, least known in diminishing ratio the farther away the poll is taken.

Exceptionally high is the Des Moines sponsor identification on the Metropolitan opera, which evidently has been selected among adults and all among regular radio listeners. Where fewer than five or six answers have been given, VARIETY has discarded and not counted such replies on the logic that this indi-

Next week: Burlington, Vermont

Program Sponsor Identification

DES MOINES

Questionnaires tabulated from the following: Housewives, 39; stenographers, 12; teachers, 3; cooks, 2; telephone girl, 1; saleswomen, 6; social workers, 2; mechanics, 5; students, 4; promoter, 1; clerks, 10; salesmen, 5; executive, 1; insurance inspector, 1; laborers, 5; unemployed, 1.

(95 REPLIES)

Sponsor Correctly Named	Sponsor Wrongly Named	Sponsor Not Known
Maxwell Show Boat	30	6
Amos 'n' Andy	32	11
Eddie Cantor	32	13
Ed Wynn	29	18
Wayne King Orchestra	27	18
Rudy Vallee	24	21
Jessica Dragonette	23	29
Metropolitan Opera	63	31
Clara Lu and Em	61	31
Phil Baker	58	37
Joe Penner	56	35
Paul Whiteman	44	45
Jack Benny	43	52
Edgar A. Guest	41	53
Bing Crosby	28	62
Will Rogers	28	66
'Rise of Goldbergs'	21	74
Harry Horlick	18	72
Burns and Allen	13	83
Olsen and Johnson	13	

Scared Motorists

Charlotte, N. C., March 12. Something new in interviews appeared on the Main on the street program over WBT last week. Mayor Arthur H. Wearn had the police department detail two officers to stop cars at a busy downtown street intersection so that Grady Cole, conductor of the program, could interview them concerning traffic conditions.

Officers assigned to the broadcast stunk out motorists and brought them in to the curb. Most of them were so delighted to find that they were not to receive a ticket that they talked readily. Period was going so well that at the end of the regular time it was extended for 15 minutes and another local program cancelled.

Station started a live for street safety recently and this program fitted into the campaign.

Dropping Jack Benny As Sales at Height Irks Chev. Dealers

Lincoln, March 12.

Nebraska Chevrolet dealers seemed thunderstruck at the announcement of GM plans to drop Jack Benny in April. Several agencies had called their entire staffs together to ask the general opinion of the change from the comic to just an orchestra on the Sunday night program. There was general sorrow all around.

Benny's programs rate high in this section and seems to have been a good warning point for the salesmen to start off their song-and-dance with when a customer comes in. Dealers said decision to swap to an orchestra about June, with Benny's return in the fall, wouldn't be bad, but April finds the heavy selling just getting under way and with the good listener out, it's unfortunate.

AUTHOR BOASBERG SUES BENNY FIELDS

Los Angeles, March 12.

Benny Fields faces a \$5,000 recovery and accounting suit filed in Superior Court by Al Boasberg as a result of an assertedly broken promise whereby the writer was to be paid one-third the salary of the radio entertainer in return for a broadcasting sketch furnished by Boasberg.

It was an audition based on this sketch, Boasberg's complaint recites, which landed Fields a lucrative job. Fields is currently entertaining on the Shell Oil program.

Quaker Show to Follow Babe Ruth on B. B. Tour

Chicago, March 12.

Quaker Oats slated to go on NBC shortly for its Puffed Rice and Puffed Wheat products. On the Blue web out of Chicago three times weekly from 8:45 to 9 p.m. Agency is Fletcher & Ellis. Understood show will be built around Babe Ruth. Show will follow him on his baseball trips.

Hotel Commercials

First New York hotel to join NBC's commercial list is the Great Northern. Campaign, which started last Wednesday (7), is, however, confined to WEAF. Angelo Ferdinand's string combo fills the quarter hour niche, plotted for 11 o'clock Wednesday nights.

WOR does its last Sunday matinee plug for the St. Moritz, with the copy stressing the hostelry's cocktail hour and dinner.

Frost's Team Hunt

San Francisco, March 12. New Frost, program director of NBC, is in Hollywood on a talent search, particularly seeking a comedy team to replace Tim Ryan and Gene Webber, who were left for New York where the William Morris agency is setting them for a radio spot.

Frost spending a week there before returning.

Air Line News

By Nellie Revell

Fred Allen, with Portland Hoffa, Jack Smart, Minerva Pias, Lionel Stander and Irvin Delmore, and Ferde Grofe's band, auditioned an hour show Thursday at NBC, for Benton and Bowles' new program, it bought, to replace the present Sal Hepatica-Ipana programs. Both products are made by Bristol & Myers, but Pedersen and Ryan handles the toothpaste and B. & B. the salts. Both agencies are contesting the advisability of one program for two products, P. & B. saying it's n.g. Upon that point hinges the sale of the new show written by Allen with Harry Tugend.

Editors Will Be Boys

Several radio editors gathered at the NBC when the Marxes began their CBS commercial and went to the NBC press department to get WABC on the other networks' loud speaker. As the program began, one of them noticed the choruses in the Radio City Music Hall, opposite the NBC press department on 50th street, reaching between shows.

Now maybe the Marxes know why they weren't reviewed by all the dailies.

General Mills' Hour

General Mills will sponsor an hour broadcast over Columbia from the Radio Playhouse March 24; talent already booked by Blackett, Sample and Mummert includes Abe Lyman's band, Jean Sargent, Tamara, Betty Marshall, Helen Broderick and others. It's expected to be in a series of hour programs.

RCA Bldg. Peep Shows

RCA building is acquiring a reputation as the city's house of peep shows. Some of them include the NBC tour, with its braided guides, its unmounted police, the tour of radio city, the view from the tower (at 56c a look), Mayor LaGuardia's slot machine exhibit, the first Municipal Art Show, the well publicized murals, Mr. Foster tour, and several others, including ancient coins in the main floor corridor.

All CBS Stage Show

An all-Columbia stage show has been booked for Loew's Valencia for the week of March 23. Individual acts, which have been built into a production include Tony Wons, Keenan and Phillips, Tito Guizar, Gypsy Nina, Phil Cook and George Hall's orchestra, with Loretta Lee, soloist. This is Hall's first vaudeville date since he opened at the Taft nearly three years ago.

Short Shots

Charles Probyn and his orchestra follow Ted Weems for Realisik early in April... Vera Vane recovered from laryngitis and resumes on the George Jessel show next Saturday... Phil Cook celebrates his first year as the Armour Star Jester this Friday (16)... Kathleen Lockhart, wife of Jean Lockhart, actor and songwriter, is auditioning an English comedy chatter skit... After only three weeks on a WINS sustaining, Margaret Wilson landed a commercial for the National Beauty Co... John Martin, former CBS announcer, is now in the NBC sales department... James Saphier, managing Lee Leonard, Bessie Mack's protégé... Howard Phillips and Harold Levy start an NBC commercial soon for Mohawk Rugs... Paul Louis, new personal representative of Ferde Grofe, who is opening his new headquarters at the Waldorf-Astoria... Vernon Radcliffe, back from the Seth Parker tour, will return the 'Miniature Theatre' to NBC Saturday nights... Billy K. Wells is writing a vaudeville sketch for Jack Pearl and Cliff Hall.

Just Talk

Helen Morgan and Leith Stevens are headed for a new CBS commercial... Al Osborne, Jr. has bought time on WOR... Tess Williams and his orchestra are now on WHN from the Brooklyn Roseland... Lewis James of the Revellers has the mumps... Fred Waring's Pennsylvanians will celebrate the 15th anniversary on their Sunday (18) CBS broadcast... Harry Reser is planning a stage comeback with a combination consisting of eight accordeons and one balalaika... Kay Reed, WNEW organist, in Boston next Sunday to fulfill a special organ recital at the Boston College Auditorium. She is a niece of Mayor Mansfield, of Boston... Seth Parker renewed for four weeks by Frigidate, but uncertain as to what's going to happen after that period has expired... Mary Small took a Fox test last week... Gypsy Nina, Little Jack Little and his band and Do Re Mi make a short for Paramount this week... Ex-Lax broadcast goes back to CBS' studios when Chesterfield starts its thrice weekly broadcasts from the Radio Playhouse, with Andre Kostelanetz, Nina Martin, Ross Ponselle and Grace Moore.

Gossip

Tito Guizar, Vincent Sorey and Vivienne Butler are booked for a Town Hall recital April 5 to sing, riddle and dance, respectively... Alfred McCosker, WOR president, back in town after a week in Washington on the radio code... Julian Street was a juror last week... Gypsy Nina replaces Ariene Jackson for Puro... Jack Pearl a Kentucky colonel... Betty Martineau, CBS singer, goes on the WOR Ombrauch show beginning tonight... Mrs. Charles K. Harris is trying very hard to bring back one of her late husband's song hits, 'You'll Never Be Old'... Harpo Marx is scheduled to do a couple of guest appearances for his brothers on the Amoco commercial... Ruthrauff and Ryan agency now handling Hinds' Honey and Almond Cream away from Lennon & Mitchell... Rudy Vallee will play at Manhattan Beach this summer from 2 to 5 every afternoon... Jack Benny starts his commercial April 8... Orol has requested the return of Gordon Grant to its trio and the change back to the old personnel will probably occur in two weeks, Brooks Allen going out.

Stand By

Terraplane is planning to switch to two half hour shows instead of the hour now used... Grace Line is auditioning a WOR program with Felix Relsberg as m.c... Buck Rogers and Mercury Chef renewed on CBS... True Story has bought time for a second broadcast on NBC Sunday nights for a coast hookup... Porter Hall's three-year-old youngster recovering from pneumonia... There's an NBC tobacco on sale now... Rhythm Boys and Bert Lahr make a short in two weeks... Jack Meyers will be the orchestra leader when Littman's goes to three times a week on CBS... Leo Reisman is getting to be known as Zigzag, the second, from his telegraph sending habits... NBC has picked up its management option on Martha Mearns... Bill Smith was out west to attend the funeral of his father... Bernie Proctor, CBS' efficiency and program expert, is back from a survey of the CBS Minneapolis, Chicago and St. Louis stations.

WNEW'S 4TH MAESTRO

WNEW, Newark, the Milton Blow station, has just hired its fourth musical conductor... He is Leonard Jay.

Those preceding Jay in the berth during the last couple of months include Rolly Lalonde, Zuel Parontheau and Willie Stoll.

TRANSFER ARMIDA

Armida, scheduled to appear the current week at the Roxy, N. Y., was released by Funchon & Marco at the request of Louis K. Sidney of Loew's.

Loew's wants Armida for the Jimmy Durante show which goes into the Capitol this Friday (16).

SCHENLEY SWITCHES I. D. LEVY GIN SHOWS

Philadelphia, March 12. I. D. Levy, as head of the Radio Promotion Code, with a tie-in for Schenley's Silver Wedding Gin, will take off the local gin show from his own station, and Boake Carter's sport disc program from key cities of the wet east—and will return in two weeks for a new Schenley rye product. This new deal widens the percentage scope of Levy's arrangement, spreading from the gin to additional whiskey coverage.

It is understood that Schenley will bring out five different brands of rye, under a new aging process, bottled in fifths and selling for \$1.50. Since the low price will probably switch the customer from gin to rye, Silver Wedding Gin air plugs will be stopped, with Levy resuming the same set-up for the new whiskey in about 15 days.

Autos Eye Downey

Detroit, March 12. While playing the Fox Theatre here this week Morton Downey is auditioning for these radio programs. On two of the Mat Brustloff is also being used with a 45-piece orchestra and a singing choir is being used.

Understood prospective sponsors are of automotive group.

CONLON-GLASS OFF KPWB

Hollywood, March 12. Jimmy Conlon and Myrtle Glass, former vaude pair, are off KPWB. They were on weekly with a 15-min. comedy skit.

WRATH TO COME

Code Authority Will Knock Down On Chiselers

Broadcasting code authority is currently engaged in marshalling the necessary evidence preparatory to cracking down on several of the larger stations for chiseling practices. As the industry's policing coterie has it mapped out, the best way of forcing a general flogging of the mark would be to make examples of the more prominent violators of the code's provisions.

Stations cited will be handed stiff fines and threatened with the loss of their operating licenses for the next offense. Code authority will also make it a point of seeing that these exemplary cases get the right dose of publicity not only in the trade, but through the newspapers.

KSO Carries Battle

Davenport, Ia., March 12. Application for removal of station KICK from Carter Lake, Ia., to this point by the Palmer School of Chiropractic has been set for hearing on April 23 by the Federal Radio Commission. The removal involves change of frequency, power and call letters to WOC.

The hearing is a forced one and against action of the radio commission in authorizing the transfer on application. KSO, Central Broadcasting Co., Des Moines, Ia., a subsidiary of the Register-Tribune, is the only one to be heard and that on contents of a written protest.

Objections by a Wisconsin station and WIFE, Rock Island, Ill., will be barred from the April 23 consideration of the commission.

WEBS ENTER SPOT BIZ

COMEDIANS GET SERIOUS ON AUDIENCES

What is described as a serious meeting is tentatively pencilled for Thursday (15) of this week. Groucho Marx and Jack Pearl are ring-leaders of a miniature convention of radio comedians who propose to discuss the merits and demerits of audio audiences for air comedy. Invitations to the meeting have been extended to Al Jolson, Eddie Cantor, George Jessel, Jack Benny, Fred Allen, Goodman Ace, Ray Perkins, Arthur Boran, George Beatty, and others.

A proclamation as to better working conditions for comedians is expected to be issued.

RADIO'S NICE WORK IF YOU CAN GET IT

Minneapolis, March 12. Charles St. Dennis, Chinese dialect actor, had to wait more than a year before he got a chance to demonstrate his ability here.

Olsen & Johnson finally came along with a radio script containing a Chinese character role. St. Dennis was called in by WCCO and landed a job of a half-hour's duration. Now he's unemployed again.

IN SAME BOAT

Chi. NBC, CBS-WBBM Battling It Out With Similar Sailor Shows

Chicago, March 12. Sailing, sailing over the deep blue air waves out of Chicago this week will be two "old salty" programs, one on NBC and the other on CBS. On CBS there will be Jim Sarafish who was rushed in on a last-minute call as "Skipper Jim." While on NBC, starting today (1) there is that old standby character performer, Cliff Soubler who will ride on a local shot as "Barnacle Bill."

That "Barnacle Bill" show was supposed to start two weeks ago as a sustaining but Soubler was up to his neck with other jobs and what with other objections, NBC suddenly postponed the show. However, one of the salesmen got busy and dug up the "Barnacle Bros.," a sponsor which shot the "Barnacle Bill" show in fast.

Jap Gude Goes West

Jap Gude, head of CBS press, leaves this week for Los Angeles to look over the publicity situation in lower California as far as it pertains to the network and if necessary establish his own rep for that area. CBS has been depending for its press coverage around Los Angeles on David Heenan, top p. a. for the Don Lee link, but this representation has been merely part of Heenan's job.

Under Columbia's current setup the publicity for the entire west coast is fed out of the San Francisco bureau which has Harry Elliott in charge.

Gude is making the trip by plane.

Ryan and Noblette East

San Francisco, March 12. William Morris agency is taking the comic team of Tim Ryan and Irene Noblette from NBC and sending them to New York, where a commercial is in prospect. Team will play theatre dates in Denver, Omaha, Chicago and Detroit en route.

They've been at NBC for past year, working on the Saturday night transcontinental Carefree Carnival, and doing commercials for Brown Derby beer, after long time as RKO vaudesters.

Swish!

Cosmetic account auditioned last week at NBC using a male fashion commentator whose voice and manner proved a trifle too caressing. Radio mikes, as is true of moving picture mikes, magnify a certain soprano quality in overly-dainty males.

NBC informed the cosmetic that under no circumstances could the fashion commentator go in its web.

Adams, Freeman Cut of WMCA as Storer Moves In

A. F. Adams, and Major Talbot O. Freeman are out as assistant to the president and executive v.p., respectively, of the Federal Broadcasting Corp., operating lessee of WMCA. Pair exited after George E. Storer last week assumed the FBC presidency. Another move made by Storer was the junking of the network which linked WMCA to WPO, Providence, and WHDH, Boston.

Storer, who bought into Federal substantially, is functioning as an operator of the station without salary. At a meeting last Wednesday (7) the FBC's board of directors, chaired by former Gov. Alfred E. Smith, invested him with complete responsibility for the outlet's business affairs. Harmonious working arrangement now exists between Storer as spokesman for the FBC and Donald Flamm as prez of the Knickerbocker Broadcasting Co., owners of WMCA.

During Storer's absences from New York, W. F. Fitzgerald, listed as asst. secretary and treasurer on the FBC roster of officers, will have charge of WMCA operations.

NBC DUMPLING LADY RIVALS IDA ALLEN

Chicago, March 12. NBC is prepared to invade the homes with its own cooking expert after years of putting around with makeshift live-in cooks. NBC has put Eleanor Howe on the wires out of Chicago for a five-days-a-week run on the blue web with cooking instruction and recipes.

Marks the NBC attempt to compete in this field with CBS, which has been top-spot around the cooking circles through its particular expert, Ida Bailey Allen.

BARRYMORE, ARLISS SET

Aylesworth Seeks to Hold Lehn & Ink on NBC

Lennon-Mitchell has set John Barrymore as the initial guest when it takes over the Lehn-Fink Sunday night series from Ruthrauff-Ryan April 8. George Arliss is being figured on for the next program, with both picture names doing their bits from Hollywood.

German Bernie and Ralph Farnum, later on the coast, did the placing of Barrymore, and also have been delegated to negotiate for Arliss. NBC has hopes of saving this stanza from moving over to CBS with the April 8 broadcast. M. E. Aylesworth has stepped into the dilemma and may prevail upon the commercial to let the spot ride as is. Drug manufacture, wants an earlier release. Current time origin is 10:30 p.m. EST.

GRIG-BLAIR ADDITIONS

Chicago, March 12. Grig-Blair-Splight, special rep outfit, has added Rep. Linkin to its local sales staff. Linkin moves in from WBBM, the CBS outlet here. Also, in its New York office, the firm has added Al Willson.

DISLIKE GROUP SELLING POOLS

NBC and CBS Action Follows Recent Formation of Group Broadcasters, Inc.—Networks Seek to Arrest Further Tendency of Affiliates to Enter Sales Deals Rivaling Webs

NBC STARTS APRIL 2

As a protective measure against the self-organizing of indie stations into spot time selling combines, such as Group Broadcasters, Inc., both NBC and Columbia have decided to extend their operations to the booking of spot business for all affiliated outlets. Under this new policy, the network will not only control the associated station in booking it for network purposes but serve as agent in selling the affiliate on a spot time basis.

Although the webs have been mulling over it, idea of dual representation since the early part of the current season, no attempt was made to put it into crystallized and workable form until after the unveiling of the Group Broadcasters project several weeks ago. Networks realize that they are now faced with the necessity of putting a crimp into the GB promotion and also of preventing the cropping up of other enterprises with similar purposes. By offering to do also their spot time selling for them the webs hope to be able to keep their affiliates under control.

Already Organized NBC inaugurates the twin policy April 2. No date has been settled upon by Columbia. In the case of either network the facilities are there for the immediate handling of the spot time proposition. Each has for the past two years maintained a local sales service whose function it's been to sell and clear spot time for the stations owned and operated by the network. Associated outlets availing themselves of the network's representation in the matter of spot time will pay a 15% commission on the gross for the service. Representation on the part of NBC will be non-exclusive.

Webs hold that their comprehensive coverage of advertising sources places them in an ideal position as spot time reps for their associated stations. If a prospect couldn't be sold on a network proposition the next move would be to bring him into the fold on a spot time basis. Or, a client could be sold on a proposition that called for supplementing a hookup with spot placement by way of discs. Both webs are also equipped on the transcription end of the business. NBC has its affiliate RCA Victor, while Columbia still has the recording studio which was left on its hands when it dissolved the Judson Radio Program Corp.

Spot time contracts cleared through the seasons will contain a movable clause, obligating the station to make way for a network show on two weeks' notice. Means that if the web requires the spot for a live commercial the disc program will have to be moved to another niche on the outlet's schedule.

Kansas City Star Lists Shows of WDAF Rivals

Kansas City, March 12. With the starting this week of the arrangement between newspapers and radio stations for the twice-a-day news broadcasts, the Kansas City Star began the listing of programs of the major broadcasting stations heard in Kansas City.

This is a new policy for the paper which has not given the programs of opposition stations to WDAF, the Kansas City Star, for many months.

Earl, Shepard, Hubbard, Anthony Organize Indie Press Service; Open Sales Campaign in Chi Meet

Chicago, March 12. Attempts to spread the indie news service idea into a nationwide profit-making organization was the purpose of a general get-together meeting here last week of radio station operators, time brokers and station representatives. Entire network is still largely in its formative stage despite the tentative setup of the group to take in the John Shepard and network and several Pacific coast stations, of which Guy Earl of KNX is the guiding factor.

Leaders in the meeting at the LaSalle hotel last week were Guy Earl and Stan Hubbard of KSTP. They are two of the foursome behind the organization tentatively known as News Dispatches, Inc., a California corporation. Besides Earl and Hubbard there are John Shepard and also, it is understood, Earl Anthony of KFI. These have been bearing the heavy burden of the indie press service since March 1, which is reported operating at present under an overhead of more than \$5,000 weekly with only small revenue at this time.

Purpose of the meeting was to sell this press service to other stations throughout the country, though nothing solid was accomplished other than informing the station men what sort of service they would get. Expected that the service will deliver to customer stations four dispatches daily, sufficient news to make up four 15-minute broadcasts each day. Besides the service promises to flash all outstanding spot news to stations between these four periods.

The stations are understood in the dark as to how much this service would cost and neither Hubbard nor Earl could state just what the charges would be. Charges may vary from \$75 to \$200 weekly, depending upon the power of the station and the local population. The news bureau will not allot exclusive service to any one station in any community but will deliver to as many stations as will pay for the privilege.

Washington, March 12. Survivors of Columbia News System's collapse here have banded together to start commercial news service for radio stations. Eight stations lined up during first five days of operation and half-dozen prospects in view.

Then came the result of inquiries by WBBM, Buffalo Evening News station, about possibilities of obtaining more Federal stuff through its own bureau here. Original plan was to confine service to newspaper-owned transmitters, but other stations showed interest and restriction was abandoned.

Covering only news in Federal and Congressional circles, service supplies frequent 30-word bulletins, designed to provide sufficient matter for three-times-a-day broadcasts. Stations pay wire tolls, with fee for service being based on population of cities in which stations are located.

While not admitted to the Capitol press galleries or to White House press conferences, legmen have adequate contacts with insiders in such circles to make certain of dope on latest developments. Application for admission to Congressional galleries is planned after service is better established.

Among principal clients on the list last week were WBBM, WSTP, St. Paul, and KFI, Los Angeles, with prospects in New York area, New England and several Middle West cities.

Staff consists of Cecil Owen, former UP and Hearst reporter; Frank Connor, Jr. and William Werble. Offices have been set up in Earle Building, CBS headquarters.

Boston, March 12. Since the radio-press agreement went into effect last week and the

local newspapers have discontinued their news broadcasts, the Boston American has been carrying a box on the front page copyrighting all its contents. The Yankee Network News Service retaliates by carrying the following copyright announcements preceding all broadcasts: All news used in this broadcast has been gathered and edited by the staff of the Yankee Network News Service and its own correspondents throughout the nation and foreign countries. Representation in whole or in part is forbidden to newspapers unless credit is given to the Yankee Network News Service.

Roy Harlow, assistant to Shepard of the Yankee web, just returned from Chicago, where he attended a meeting and exchanged ideas and compared notes with representatives of other stations operating news services similar to the Yankee.

Some of the local newspapers seem to be unable to make up their minds as just what is a news broadcast. Some list the March of Time and others don't. One paper carried the listing one week and then deleted it the next.

St. Paul, March 12.

After its first week of news broadcasting on the new plan, Radio News Association, Inc., which has from its nucleus stations KSTP (St. Paul) and KFI and KNX (of Los Angeles), is expanding into a nation-wide, news-selling service, according to Stanley E. Hubbard, and gen. mgr. of KSTP.

Correspondents are all trained newspapermen who are paid air "space rates," based on the size and importance of the stories, as and when they are used. Like a newspaper or magazine space writer, the other-else gets paid by the air "column." Station stands wire charges, whether yarn is used or not.

In a talk to KSTP listeners inaugurating the news service, Mr. Hubbard said in part: "The broadcasting of news by radio stations is a development that has resulted from public demand. Here, as in every other part of the country, listeners have come to expect radio to supply them not only with entertainment, but with the news of the day almost as soon as it happens. This has been a natural, but not a premeditated development, because radio is the most direct and fastest means of communication."

Alluding to the Publishers National Radio committee plan, Mr. Hubbard declared: "These periods will be limited to items that will already be many hours old, or not news at all. The object, of course, is to prevent the public from obtaining news until the slower medium, the newspaper, has had time to reach its subscribers."

Public Will Decide Best Time for News

Imira, N. Y., March 12. WESG is conducting a survey to determine what time the morning news broadcasts shall be given. Listeners are asked to notify the station of the time they desire to hear news items. At present they are aired at 9:30 a.m. WESG management is considering a switch to a spot between 11:15 a.m. and noon. The exact time, however, will be established in accordance with the wishes of a majority of the listeners.

One of the reasons behind the station's move for a change is the fact that at 9:30 a.m. many persons are unable to hear the news items because they are at work. It is felt that if the time were around noon more would be able to listen.

Chicago, March 12.
Sealed Power Sideshow program
moves off the wires next week.
Completes 13 weeks on NBC at
that time.

Radio Directory

(As a convenience for readers unfamiliar with who's who in Radio, 'Variety' prints below a directory for New York; Los Angeles, San Francisco, and Chicago.)

New York City

(Stations WJZ-WFAP)

Rockefeller Center

Circle 7-3000

M. H. Aylsworth, President

Richard C. Patterson, Jr., Executive V-P

A. L. Ashby, V-P, and Gen. Mgr.

Frank Engle, V-P, on Artistic Service

John F. Royal, V-P, on Programs

Ray C. Winter, V-P, on East Div. Sales

Frank Engle, V-P, on Public Relations

Mark Wood, Treas., Asst. to Exec. V-P

Lewis MacDonagh, Sec'y, Gen. Mgr.

Alfred H. Morton, Bus. Mgr., Program Dept.

Lloyd Thomas, Mgr., Local Sales

W. C. Rous, Mgr., Local Sales Promotion

M. F. McKee, Auditor

H. F. McKee, Asst. Auditor

C. W. Horn, Gen. Engineer

Frank Engle, Dir.

J. de la Almonia, Evening Operations

Bertha Barnard, Program Mgr.

M. W. Payne, Operations

A. J. Teicher, Asst. to Treas.

Department Heads

Donald G. Shaw, Eastern Sales Mgr.

Thomas H. Sullivan, Music Library

W. D. Bixham, Purchasing Agent

John R. Carey, Service Supervisor

O. E. Hansen, Mgr., Plant Operation and Engineering Dept.

Ruth Keeler, Personnel Supervisor

Donald Withycomb, Mgr., Sta. Relations

Paul F. Peter, Mgr., Statistical Dept.

D. W. Johnston, Mgr., Press Relations

Harold Kemp, Service Popular

Plant

D. S. Tuttle, Sales Mgr., Artists Service

Quinton Adams, Office Mgr.

F. H. James, Sales Promotion Mgr.

T. O. Sabin, Eastern Service Mgr.

Mrs. Frances Rockefeller King, Mgr., service entertainment

CBS

(Station WABC)

355 Madison Ave.

Wickham 2-2000

William S. Paley, President

Edward K. Kane, Executive V-P

Sam Pickard, V-P

Hugh Kendall Boice, V-P, in Charge of

Lawrence W. Lowman, V-P, on Opera-

tions and Secretary

M. E. Runyon, Treasurer

Karl Knips, Sales Mgr.

William H. Smith, Asst. Sales Mgr.

Bert McDermott, Asst. Program Mgr.

Julian Field, Comm. Program Dir.

Paul F. Seaboard, Technical Operations

J. G. Gude, Publicity

Paul White, Social Features

Paul W. Keston, Sales Promotion

Karl Knips, Asst. Research

W. M. C. Gittinger, Sales Development

John S. Carlini, Production Mgr.

Franklin C. Williams, Educational Dir.

Julius Matfield, Music Library

Hugh Cowham, Commercial Engineer

Quinton Adams, Dramatic Dir.

Edwin J. Wonders, Mgr., Artists' Bureau

Peter De Lima, Asst. Contr.

Paul Ross, Mgr., Personal Bookings

WOR

Bamberger Broadcasting Service, Inc.

1440 Broadway

Pennsylvania 4-8838

Alfred J. Conkover, Station Mgr.

A. J. Conkover, Asst. Station Mgr.

Walter J. Neff, Asst. Sales Mgr.

Lewis Reid, Program Mgr.

George Shattuck, Musical Dir.

Robert J. Wilder, Program Dir.

J. R. Poppa, Chf. Engineer

WINS

American Radio News Corp.

115 E. 80th St.

Elizabethtown 4-1010

Bradley Kelly, Station Mgr.

Philip F. Whitten, Sales Mgr.

H. F. Whitwell, Program Mgr.

Vincent Sorey, Musical Dir.

H. Harrison, Acting Program Dir.

George Wieda, Press

WMCA

Licensed, Knickerbocker Broadcasting Corp.

Donald Plann, Pres.

Operated by Federal Broadcasting Corp.

Broadway at 53d St.

Columbus 5-5980

Geo. B. Storer, Pres.

John T. Adams, Executive V-P

Glennendyng J. Ryan, Jr., V-P

James K. Norris, Asst. V-P

Harry Carlson, Program Dir.

Jack Rickard, Production Mgr.

Robert Hood Bowers, Musical Dir.

Charles Marler, Dramatic Dir.

Harvey Fawcett, Continuity Dir.

Frank Henrich, Mgr., Artists' Bureau

Robert S. Wood, Dir. Public Relations

Frank Marx, Chf. Engineer

WLWL

Universal Broadcasting Corp.

415 W. 54th St.

Columbus 5-7000

M. F. Riley, Dir.

J. F. Kierman, Business Mgr.

H. E. Rieck, Asst. Mgr.

George O'Brien, Program Dir.

Radcliffe Frost, Musical Dir.

Joseph Doppa, Chf. Engineer

Chicago

NBC

Merchandise Mart

Superior 6200

(Stations WENR-WMAQ)

Niles Trammel, -F in charge

Sam Kanyer, Asst. to V-P

P. O. Parker, Asst. Gen. Mgr.

Fred Weber, Sec'y, Public Relations

John Whalley, Office Mgr.

Roy Sheld, Chf. Musical Dir.

C. L. Menard, Production

Sidney Strotz, Program Mgr.

Alex Ross, Asst. Program Mgr.

Edna Strotz, Artists' Bureau

Louis Cooper, Continuity Ed.

Frank Muller, Mgr., of Agriculture

Judith Walter, Educational Dir.

Kenneth Carpenter, Sales Mgr.

Bill Hay, Local Sales

E. C. Shawman, Sales Service Mgr.

J. C. Carverman, Sales Promotion Mgr.

Howard Leung, Chf. Engineer

M. W. Rife, Chf. Field Engineer

B. S. Donges, Maintenance Mgr.

Al Williamson, Publicity Mgr.

CBS

Wright Bldg.

Whitehall 6000

(Station WBBM)

H. Leslie Atlas, Vice-Pres. in Charge

J. J. King, Asst. to Vice-Pres.

Leonard Erickson, Western Sales Mgr.

J. Kelly Smith, WBBM Sales Mgr.

Bob Stephenson, WBBM Asst. Sales Mgr.

Richard Rippea, Sales Research Dir.

Walter Preston, Program Director

Delos Green, Program Operations Mgr.

Holland Engle, Asst. to Program Director

Roy Appleby, Dramatic Prod. Mgr.

Don Bernard, Cont. Prod. Mgr.

Howard Neumiller, Music Dir.

Henry Klein, Continuity Editor

Frank Falkner, Chf. Engineer

Bob Kaufman, Publicity Mgr.

Edna Marline Harvey, Editorial

Ray Black, News Service Mgr.

Arthur Winters, Community Concert Mgr.

McClure Bellows, Columbia Concert Mgr.

KYW

Stratus Bldg.

Wabash 4040

Homey Hogan, Gen. Mgr.

Parke Whitley, Production Mgr.

Harold E. Bean, Asst. Production Mgr.

Roy Maupin, Music Director

H. E. Randall, Chf. Engineer

Uner Turner, Publicity Dir.

WCFL

Furniture Mart

Deane 4000

John Fitzpatrick, President

Edward N. Nickles, Gen. Mgr.

Franklin Landquist, Bus. Mgr.

Marion Lynch, Treasurer

Howard Kagan, Production Dir.

Edna Hanson, Community Dir.

Howard Kagan, Chf. Announcer

Maynard Marquardt, Chf. Engineer

WJJD

Lake and Wells Sts.

State 5486

Ralph Atlas, Gen. Mgr.

Art Linick, Commercial Mgr.

Joe Allabough, Asst. V-P

WLS

1239 W. Washington

Maymarket 7600

Burridge Butler, President

Glenn Snyder, Gen. Mgr.

George Biggs, Program Mgr.

D. R. McDonald, Adv. Mgr.

Tom Rowe, Chf. Engineer

Glenniece Lee, Asst. Dir.

Hai O'Halloran, Chf. Announcer

Julian Bentley, Publicity Dir.

WGAI

Drake Hotel

Superior 6100

W. S. Macfarlane, Gen. Mgr.

John Ryan, Station Mgr.

George Isaac, Commercial Mgr.

Edward Barry, Production Mgr.

Adolph Dumont, Musical Dir.

Carl Kizer, Asst. Contr.

Frank Schreiber, Publicity Dir.

WGES

126 N. Crawford

Van Buren 4200

Gene Dyer, Station Mgr.

Charles Langhaz, Production Mgr.

Joseph Brubaker, Chf. Engineer

John Van, Music Dir.

Don O'Connor, Chf. Announcer

WIND

201 North Wel

State 5486

Ralph Atlas, Gen. Mgr.

Frances Kenney, V-P

Frank Morrow, Program Director

John Murr, Musical Director

T. McDermott, Chf. Engineer

Art Jones, Asst. Contr.

Advertising Agencies

Lord & Thomas-Henry Bellinger

J. Walter Thompson-Tom Luckenbill

Walter-Wass-William Weddell

N. W. Ayer & Co. of Chicago

Critchfield-Frank Steel

McClintock-Frank C. Smith

BBDO-George May

Blackett-Sample-M. H. Peterson

Henry H. McDonald-Art Decker

May MacFarland-Nate Caldwell

Los Angeles

KHJ

(Columbia Don Lee Broadcasting System)

1078 West T Street

Van Dyke 711

Don Lee, President

C. Ellsworth Wells, Gen. Mgr.

Raymond Fair, Musical and Program

Dir.

Paul Rickenbacker, Production Mgr.

Kenneth Niles, Asst. Prod. Mgr.

Herbert Witherspoon, Traffic Mgr.

Arthur J. Kemp, Asst. Adv. Mgr. (KHJ)

Les Weinroth, Publicity

Thomas Lee Arth-Harou Ted Braun, Mgr.

KFI and KEDA

(NBC outlets)

Earle C. Anthony, President

1000 So. Hope Street

Richmond 9111

Earle C. Anthony, President

Arthur Kale, V-P, and Gen. Mgr.

Glen Dolberg, Program Dir.

KFWB

Warner Bros. Pictures Corp.

Warner Theatre Bldg.

Hollywood 9315

Gerald King, Gen. Mgr.

RADIO CHATTER

New York

Modern Mechanix, Minneapolis, not Popular Mechanics, carried the imaginative article about radio stations moored to giant buoys at sea and thereby evading governmental control.

Gracie Barrie has gone with Herman Bernie on a long-term contract. Tom Brown, formerly on Jo-Cru (CBS), now warbles with Angelo Fedinand's unit at the Great Northern hotel.

March 20 will find Thelma Nevins on three air spots. She'll be doing her regular release over WJZ for Harold Stern; a second appearance with Leo Reisman for Phillip Morris cigarettes over a WEAF hookup, and a third stint with Rudy Vallee from the Hollywood restaurant.

Jack Denny has added to his chores some teaching at the New York School of Music.

Jack and Loretta Clemens have a commercial, Wilbert Products Co., which started them on WJZ Monday (12).

Rockwell O'Keefe no longer handling the bookings of Freddy Martin.

Frances Halliday Borden's Cheese program.

Natalie Messinger, former editor of Stage and Screen, is handling the Sunday broadcast for the Roxy (old) theatre.

Leopold Spitalny, ex-Chicago Back musical director, now doing a Kaleidoscope Sunday sustainer for NBC.

'Indians and Trees' by George M. Cohan, on the threatening 'Smoke Gets in Your Eyes' in the matter of rendition. Jack Pearl's father had all his teeth yanked.

Billy K. Wells may do his 11th 'Scandals' script for George White. Irving Berlin's new one, 'Butterfingers', gets first air playing by Lopez on the Plough show Thursday (15).

Title 'Rhythm Girls' associated

I Heard Your Program

By ALVIN AUSTI

Dorothy Parker, on Fleischmann-Vallee show Thurs gave radio one of its most intelligent, soothing, femme speakers. Grab her, quick, and Avon Comedy Four are also a natural for either lane. Catch Chuck Richards baritoneing 12:15 daily WMCA. Coming fast. Good scripts, acts, wanted. New writers, performers, always come here first. Good habit for advertisers too. We build, write, cast or direct network and spot programs. Specific assignments solicited. Will also give confidential, constructive criticism of programs, upon invitation. That's something NEW. Have some!

alvin austi • radio ideas we furnish talent, scripts, adv slants \$21 fifth ave new york • vanderbilt 5-1725

THE KING'S JESTERS

Personal Management
PAUL KAPP

THE DORING SISTERS

Creators of a New Trio Style
CBS SWIFT REVUE
as BROOKFIELD DAIRYMAIDS
Fri. 10-10:30 P.M. EST
WGN, Chicago Tribune Station
52 Weeks, Beginning Nov. 1
Exclusive Dr. PAUL KAPP

HELD OVER!

SECOND WEEK

FRANCES STEVENS

RADIO'S SONG STYLIST

ROXY, New York, (This Week, March 9)
and (Next Week, March 16)

DIRECTION
KEN'DOLAN

Romm, eyers, Bestry and Scheuing
Paramount Theatre Bldg., New York

with DeMarco Sisters is in dispute with two radio groups.

George Jessel, Vera Van, Elton Boys start 9:30 p.m. Saturday night sustainer for CBS.

Shirley Howard comes off WEAF at 7:45 and goes on WOR at 8 the same night.

Boston

James Roosevelt's eldest son of the President, has suspended his weekly talk over Station WNAC for a month. The station expects to have him back on the air near the 1st of April.

John Rushworth crashed into the WEEL studios in a big way, one day recently. He got an oversize suit of clothes back from the tailor by mistake and jokingly wore it into the office. He cut quite a figure until 'Buster' Horton, reception room page, put the finger on him for some passerby.

It is reported that the original Scott Orville is coming back on the air. Scott's is one of the oldest regular commercials on the air in Boston. They are currently heard Sunday nights over WNAC. Many of Boston radio stars got their first air start on these programs, including Nick Pyrakakis, the Greek orator heard recently with Eddie Cantor.

Carleton Dickerman is announced as the latest convert to the short-wave outfit at WEEL. Going without sleep in an earnest attempt to converse with Australia the long way around.

A radio course in correct English for adults given under the auspices of the Boston School Committee, has been started over WAAB. Professor Joseph A. Hennessey arranged series.

Chicago

General James Harbord ankling the NBC corridors on a look-around. Bill Cooper sneaked away from local contingents long enough for an o. o. of his company's Radio City edifice.

Jackie Heller dated for a vaude week at the Ambassador in St. Louis starting March 16, necessitating a switch in NBC schedules. Bob Kaufman back from a swoop to Minneapolis Groun show inaugural.

Wendell Hall show renewed for another quarter-year by the Fitch outfit.

Al Williamson warbling 'home on the range' on his return to his regular offices.

Guy Earl in from the Coast and Stan Hubbard from St. Paul for the indie press-radio conference.

Restaurants in the Merchandise Mart folded with all nose-bagging move at the drugstore solely.

Ed Petry ducked through town for a six-week tour of the south.

Bill Rameau taking sunbaths and massages in a sudden personal keep-fit campaign.

Ruthrauff & Ryan offices being pushed around in an expansion move.

Philadelphia

Rumor that George Price and WCAU are talking it over for a gin commercial on disc.

Paul Harron, WPEN, in New York all last week trying to close that deal for N. Y. outlet for GBS. Unhappiest man in Philly, as a result of the Phila. Orchestra's cancelled Russian tour, is Ben Mitchell, WCAU bootblack. He was scheduled to be valet for the musical crew.

Leroy Anspach got \$150 for that piano solo on the Chesterfield clog show last week. He's the orchestra's WCAU engineer.

Welcome Lewis, starring at local theatre, the guest of WIP for a benefit air show, and doing a swell job.

Fred Moore, of the WCAU technical staff, completely paralyzed after slipping during the morning shower.

WDAS making a neat tie-up with the Fays theatre, now in new headline vaude policy. Station has con-

structed studio in vacant dressing room for remote broadcasts.

Arthur Bryan, Powers Gouraud and Allan Scott of the WCAU message act as judges this week for the Amateur Dramatic Award.

Film critic of the Public Ledger, Eric Knight, using WIP to plug his book, 'Famous Movie Stars I Have Known'.

Lou Anker, former local announcer, being carried every day by WPEN from WINS in New York, and making local word slingers jealous.

Paul Alger celebrating second anniversary of his show, 'Billy Penn's Diary'. Whole staff of WPEN leaving to join Alger's new program, and was Alger's face red!

Boake Carter plenty worried over his nightly local news show for Pep Boys via WCAU. This was the account which bankrolled Carter before he hit big time.

Jim Healey, alchemist on a sustaining and a commercial program over WJZ, is chairman of the new organized Tri-City Newspaper Guild and will have charge of an entertainment to raise funds. Ed E. Hervey, treasurer of the Guild, also has done news broadcasting.

Baltimore

Jack Stewart relaxing in Florida. John Englar being primed for plugging duty by WEAL.

Bob Lansing achieving the ripe old age of 31.

More than 1,000 aspirants to date striving to get a place in WCBM's Junior Radio Chorus.

Gladys Beck, WFER's Sunshine Girl, off to the big town to audition for NBC.

Joe Imbroglino, musical director, WFER, baton-whirling the ork in Congress Hotel's new tap room.

On golden jubilee, St. Mary's Industrial School broadcast half-hour concert over WBAL.

Gave 'Memories' initial ether warbling. The ditty's author, Virginia Key Wagner, is a local composer.

Helen Ely has matriculated from WFER Middle Club, attached the handle of 'Miss' to her tag and been granted a spot on the Mississippi Minstrel program.

WFER studios given over to DX (last Sat. 10) from 11 to 3 a. m. Station had all the press radio eds. and other cat's paws in attendance and afterward threw 'em a spread.

WCAO plans to offer Johns Hopkins University Glee Club a concert, moving arrangements can be effected with the college board and a sponsor found.

Des Moines

Oliver Scott and Four Novelty Aces, WOC-WHO, Des Moines, booked by artists' bureau for big insurance convention.

James J. Hanrahan, KSO chief, has a new daughter, Terry, named for the maam.

Iowa basketball tournament to be broadcast from Cedar Falls by Andy Woolfries, KSO.

Wilfred Woody transferred from sales to production department, KSO.

Jerry Ratliff, formerly of sales department, WOC-WHO, goes to Denver as field secretary Camp Fire Girls in Rocky Mt. area. Succeeded by Reva Starzter.

On March 7 WOC-WHO picked up national Iowa night program honoring Walter Jessup, retiring president of Iowa University who becomes president of Carnegie Foundation for advancement of teaching.

WOC-WHO to carry city election returns in the primaries, March 13. Thirty WOC-WHO artists in a show for the Carlet Egg and Flourish Shippers banquet, March 7.

Frank and Hammond to open 3 week sales tour for artists' bureau, WOC-WHO at Fort Smith, Ark., March 12. To cover 15 towns in 8 states in 3 weeks. Sponsored by Mid-West Petroleum Corp.

Omaha

'Business at all stations climbing. New member at WOW is May Lindquist.

Mrs. Stanley Levin, the Bea Baxter of WOW's women's department, under the knife for appendicitis. Phyllis Bader, WAAW receptionist, suffering the week through from heavy cold.

Gordon Anderson, former Lincoln RRP man, now operating staff in the KOIL hilltop studios.

Mac McGowan added to the operating staff at the KFAB-KOIL Omaha studios.

John Gilm at the mike for the Bernie-Pabst broadcast from the Orpheum stage.

Mrs. Rohrs leaving KFAB-KOIL in mid-March. Grace Steinberg takes her place in the electric kitchen.

KOIL removing its remote lines from the Orpheum organ. Eddie Butler now coming weekly from the Military theatre organ.

Ann Neeman, WOW and Midnight Frolic blues singer, with Bernie on

Phoney Survey

Bridgeport, March 12.

Hosiery salesmen who sell on a house-to-house basis have developed a profitable by-product to their company's radio program.

Problem of getting inside the home to do their spiel has been facilitated by a ruse. Salesmen now represent themselves in beginning as anxious to converse with housewives on the latter's likes and dislikes on radio programs.

After the housewife has been enticed to discuss what's wrong with broadcasting the salesmen slides into his real mission.

the Tuesday roadcasts the Pabst audition winner.

Lary Shopen, formerly chief announcer at WAAW, now in a new racket with the Tyrrell and Bernstein Auction Co.

Dick Keeninger representing KICK and the Girl Friends' Trio from WAAW with the Bernie stage show at the Orph past week.

Ken Golden, whose fame comes from KOIL, Ann Neeman, WOW, Phyllis Usher, and Dolly Boop also showing with Bernie.

West

Seattle radio station programs back in local newspapers after two-month layoff; program sponsors now listed.

KOMO, Seattle, shifts 'Pioneers' program, dramatic sketches of Northwest history, to KJR.

Al Fox and his sound dog are now ethering their world's worst program from KFAC.

H. C. Connette who started the 'Memory Lane' serial on NBC and then left the network a year ago, has landed on Hearst's KYA, San Francisco, as one of two new continuity writers added this week.

Mel Frey also added, coming from Seattle where she was a radio scribever.

KYA, San Francisco, addition is George Davis, who bowed out of Sherman, Clay and Co. when that musical firm discontinued its radio programs, and is now doing a similar type of musical education period on the Hearst broadcaster.

Pittsburgh

Station WWSW, through a commercial tie-up, will broadcast for the third successive season all of the Pittsburgh Pirates' baseball games away from home through a direct telegraph wire service. Walt Sickles is to give the play-by-play account.

Charles Wakefield Cadman, scheduled for an early visit to the old home town, has agreed to go on the weekly Pittsburgh Varieties program over KDKA.

Velma Rafael, Pittsburgh winner in Ben Bernie's recent auditions, off for New York to try and land something there.

Tommy Willmot, dramatic actor and continuity writer at WCAE, is at work on a full-length play. He has two acts completed already.

Dave Olsen, WCAE, took sick at work the other day and was removed to his home under doctor's orders just a few hours after Helen Wayne, another member of station's staff, had returned to work after a week's illness.

Ted Kay, brother of Louis Kaufman, WCAE's Globe Trotter, returns to radio work next week as an announcer at KQV, where he was employed several years ago.

Eddie Cantor and Dave Rubinoff, who open at the Stanley Friday, will hop to New York Sunday, since this is a six-day town, for their weekly broadcast. Joe Penner did the same thing yesterday. He's playing the Penn.

Bernie Armstrong expects to go on the air next month with an organ program direct from the Alvin theatre.

Allan L. (Dutch) Hald, comedian-announcer at WWSW, and Anne H. Woolridge, a nurse, have taken out a marriage license.

Billy Catzone and Johnny Marino, musicians at WCAE, double at William Penn Hotel's Continental Bar.

Newman Players, well-known little theatre group, doing a weekly dramatization over WWSW under direction of Madeline Skelly Foust, Pittsburgh playwright.

Mid-West

New artists' bureau managed by Sam Silverstein and Percy Robbins for WOWO, Ft. Wayne, has added Jimmie Richards' orchestra and Earl Gardner's group.

WOWO barn dance making a tour of territory including South (Continued on page 47)



JOHNNY MULDOWNEY
Popular Comic and Baritone
WLW Staff Artist

Theatre-goers will recall Johnny Muldowney, popular comic and baritone, who is now being featured over WLW, as Phil Baker's super-stooge "the man in the box." It was with Mr. Baker that Muldowney was starred in such successes as "Pleasure Bound," "Artists and Models," "Crazy Quilt," "The Armstrong Hour," and "The Schaeffer Pen" series. He has also appeared in solo roles with such popular orchestras as those of Jan Garber and Barney Rapp.

A native of New Britain, Conn., Muldowney's first professional work was with the "Serenaders" male quartet. Later, three members of this quartet were featured over the networks as the Tastyest Jesters.

From the sound of footsteps to a symphony orchestra...



talent and production facilities cover the gamut of radio entertainment...

COMMERCIALS

WEEK OF MARCH 12

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name. All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively. An asterisk before name indicates advertising agency handling account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); Sa (Saturday).

ACME LEAD
8:30-9-WABC
Ed McConnell
"Henri H-Mc"
AFFILIATED PWS
(Louis Phillips)
1-Tu-WABC
Princess Marie
Blackett
AMER ROLLING
10-12-WJZ
The Iron Master
"B. D. & O."
AMER TOBACCO
(Lucy Strick)
10-12-WJZ
Montpelier Opera
Peter Ibbotson

Edward Johnson
Lawrence Tibbett
Harris, Earl
Gladya Swarthout
"Louis Phillips"
1-Tu-WABC
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Mabel Albertson
Roy Shild
Harris, Earl
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GRACIE BARRIE

"The Sweetheart of the Blues"
ON TOUR WITH "THE PASSING SHOW"

This Week (March 9)
ALBEE, PROVIDENCE
Sole Direction
HERMAN BERNIE
1619 Broadway, New York

Jack and Lorretta CLEMENS

WJZ
10:45-11 A.M.
Mon., Wed., Fri.
WILBERT'S
FLOOR WAX
A Ben Rocke Production

HENRY BURBIE

"A Gay Young Blade"

GILLETTE PROGRAM
Monday, Wednesday, Friday
6:45 P.M. WEAF

A Ben Rocke Production

HOTEL PIERRE

JACK DENNY

AND HIS ORCHESTRA

WEAF
Tues., 10:30 A.M. Richard Hudson
WABC
Sat., 10:30 P.M. Fr., 9:30 P.M.

THE SIZZLERS

First to introduce
"The Three Little Pigs"
Pork Chop Linn

For further information:
HAROLD REMY, NBC Artist Bureau
Radio City, New York City
Personal Direction, CHARLES A. SAYNA

RAY PERKINS

Palmer House Gushman's Sons
CHICAGO BAKERY
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10-12-WJZ
Montpelier Opera
Peter Ibbotson

CHAMBERLAIN
(Hand Lotion)
10-12-WJZ
Eddie South
Jack Brooks
Hathorn-Ryan
1-Tu-WABC
Princess Marie
Blackett
Fredrick Martin
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CHI NBC ROLLING IN FOURSOME WARBLERS

Chicago, March 12.
NBC locally is hot on the trail of a new male quartet. It is auditioning like mad, but still hasn't found anything suitable. Listened to four in a row last week.
Though as a matter of fact the town and NBC are loaded with male quartets, such as the Cadets, King's Jesters, Merriem, Crusaders.

CHAMBERLAIN'S 100 MIN.

Chicago, March 12.
Chamberlain hand lotion set for a series of 100 one-minute announcements to start April 1 over a group of midwest and eastern stations.
Job handled through the Coolidge agency of Des Moines. Chamberlain show on CBS with Eddie South band is through the local Ruthrauff & Ryan office.

THE ARMOUR JESTER

PHIL BAKER

EVERY FRIDAY EVENING
WJZ, NBC NETWORK
COAST-TO-COAST

NEW YORK 9:30-10 P. M.
E.S.T.
This Station WJZ

CHICAGO 8:30-9 P. M.
C.S.T.
Three Stations WJZ

HARRY McNAUGHTON

ALIAS "BOTTLE"
THE ARMOUR HOUR
Every Friday Evening

NEW YORK 9:30-10 P. M.
E.S.T.

CHICAGO 8:30-9 P. M.
C.S.T.
Three Stations WJZ

WJZ, NBC NETWORK
COAST-TO-COAST

Isham Jones

Orchestra

CONCORDIA HOTEL, N. Y.
The big show sponsored by
EX LAX every Monday, 9:30-10 P.M. Sustaining—Tuesdays, Thursdays and Fridays, 12:30-12 P.M. Saturdays, 11:15-12 P.M. coast to coast. WJZ

Direction
Columbia Broadcasting System

Dick Leibert

At the Console.
Radio City Music Hall

BROADCASTING
8 to 8:30 A. M. WEAF, Daily
11:15 to 11:30 P. M. Mon., Tues., Wed., Thurs., WJZ
11:30 to 11:45 A. M. Sun., WJZ

Management
ILTON STAVIN

LITTLE JACKIE HELLER

Mon., Tues., Fri., 4:10 P. M.
Wed., 4 to 4:30 P. M. CST
Sat., 4:30 P. M. NBC
Management NBC, Chicago
Per. Rep.: HERMAN BERNIE
New York City

Joe Parsons

Radio's Low Voice
-SINGLAI MINSTREL
Every Monday, 8 P. M., N.B.C.
CHICAGO

THE GREEK AMBASSADOR

OF GOOD WILL

GEORGE GIVOT

Direction
HERMAN BERNIE
1619 Broadway New York

Radio Chatter

(Continued from page 45)

Whitely, Noblesville and Huntington this week. Each Friday night the rural unit appears at Indiana theatre, Ft. Wayne, and broadcasts 45 minutes. Charles Agnew, orchestra leader, interviewed over WKBB, East Dubuque, Ill.

Los Angeles announcer formerly with KOPF is airing temporarily from midnite till one.

Changes in effect in the NBC production department, San Francisco, have John Woodburn out as continuity writer and Russell Garreau transferred from production to announcing staff.

East

WOKO, Albany, is stirring up interest among the young folks through weekly broadcasts of debates by young speakers representing the Suburban High School

Radio League. Pupils choose their topics and speakers.

After hiding in the background of the air lines, Dale L. Taylor, manager of WBSB, Elmira, N. Y., was hauled before the mike for an interview. Incidentally, he built the first automobile radio in Elmira.

Jay Kaplan has resumed his 'Out of the Studio Window' over WESG, Elmira. It's an educational and entertainment program. WESG also is introducing Bernard Morley's new creation, 'Today is the Day,' combining historical facts, humor and educational topics.

Albany Police Department has begun operation of its alarm broadcasting station, WFGH. The State Police in the Albany area also are broadcasting under the call letters of WPGH. Listeners with long-wave sets have found they can pick up WPGH a few points beyond 150.

Deuel Richardson's pleasant smile and greeting make visitors feel at home at WOKO, Albany, where he is office manager. Not even a jam-up in program time can ruffle his urbanity.

Harold F. Smith, general manager of WOKO, Albany, down to Coral Gables, Fla., for a vacation.

Reporters on the Ballston Spa Daily Journal had a hectic time after a broadcast by Cherio. The radio good-wisher aired congratulations to Ballston couples celebrating their 50th wedding anniversary. The nose-for-news listener wasn't quite sure of the name, so there followed some searching but finally the right couple was located. And the item made page one, with Cherio getting full credit.

Emerson Markham, who m.c.'s WGY's daily farm program, out of action, due to illness, with Bob Cragin acting as substitute.

Tom Lewis, of WGY, had an attack of laughter tonight while playing theatre dates with the 'Joe and Eddie' act.

Asa O. Coggeshall, program production director of WGY and one of the station's veterans, is 'Ace' or 'Corgie' to the boys. Had training as an accountant, plus drilling as a musician, and is now director of a choir in a schenectady church.

Three Schoolmades, harmony trio, played a one-day engagement at the Clifton Park Hotel (outside of Troy), a new spot for a p.a. by a WGY turn.

WCAX, Burlington, Vt., now has a concert orchestra.

Plattsburgh, N. Y., merchants are negotiating for a program sponsored by the Kellogg Cereal Co. to be broadcast over WQDM, St. Albans.

Ellen Hull Leonard is now directing the 'Young Fingers' program on WCAX, Burlington, Vt.

Drug stores are about the only type of retail stores not represented on the books of WCAX, Burlington.

Crazy Water Crystals has contracted with WQDM, St. Albans, Vt., for three weekly programs.

Mitchell Dairy Co., Bridgeport, renews Joe Lopez, Memory Songs which accompanied by Ivory Tinkler (Lou Weiss) for 52 weeks at WICC. Program spotted 6:15 p.m. Monday and Thursday. Lopez is WICC station supervisor.

Giovanna Grafe, Stamford sop. specializing in Connecticut composers' songs in WICC, Bridgeport, series.

Judson La Hays, pianist-program director at WICC, Bridgeport, and Ann Marie Havrilla, contralto-niece of NBC's Alois, Sunday-nighting at WICC, Bridgeport; her pianist is Emma Bishop.

South

KTRH, CBS Houston station recently purchased by The Chronicle, is building semi-news and children's programs. 'Circusville Comics' dramatization of the comic strips, is a daily late afternoon spot which

Radio Finds 'Em

St. Paul, March 12.

'Oh, Eleanor, where art thou?' pleaded Minnesota Tourist director Cleo H. Bradley over WCCO.

It seems that someone living in Oregon had written in to the Tourist Bureau asking the address of 'Eleanor Peppin, who raises snails for living and resides in a house in Minnesota.' After the Bureau had tried through various chambers of commerce, city directories, etc., for nearly three-weeks—unsuccessfully—Bradley asked his radio audience to help.

Less than a minute after the close of the broadcast, the phone rang three times, all calls telling him the snail-hatcher's address.

is clicking. Good reaction also has followed inauguration of a 'Notes and Sideglints' period written by City Editor Emmett Martin Walter and devoted largely to local news exploitation.

New wave frequency has been granted by FCC to KTRH, moving location from 1120 kilocycles to 630 kilocycles to eliminate interference.

Lawyer-wife of former Governor W. P. Hobby, president of the Houston Post, has stepped in to take over editing of radio page for the morning newspaper. Mrs. Hobby became interested in newspaper work following her marriage to the Post executive several years ago. Radio page of the Houston Chronicle also is edited by a woman.

Ted Hills has joined the announcing staff of KTRH.

A new portable transmitter was used to broadcast arrival of British steamer, 'City of Houston,' by KXYX on its maiden voyage to Port Houston.

M. H. Bonebrake, advertising manager for station WKY, Oklahoma City, doesn't care for grand opera or symphonic music, but he's nuts about two-plant teams.

Gayle G. Galt, Oklahoma City station manager, had a ten-day vacation coming. Scheduled in Galveston to do a little serious fishing, but returned three days early. It was too hot, and he landed in Oklahoma City right in the midst of cold.

An audit of listeners' response to recent programs over KOMA, Oklahoma City, reveals that the daily mail had brought letters from 27 states and three foreign countries.

KYGO Tulsa, announcing staff is P. W. Ward, Jr., Bernard Macy and Robert May.

W. A. Schudt, Jr., manager of WFT, spent a week at Southern Pines, winter resort, with Jack Foster, former radio editor of the New York World-Telegram, who's there at the Placenet Manor recuperating from an illness that dates back to July.

Threads, Inc., of Gastonia, N. C., is merchandising its 'Mother's Threads' series of sweaters widely separated southern states. In recent weeks bits about Florida, West Virginia and other states have been sandwiched into the middle of the 'Harmony Spinners' program.

Cities of Asheville and Winston-Salem, N. C., have filed applications for permits to install radio stations for their police departments.

A series of public addresses on 'Electric Oscillator Circuits' and other phases of radio are being given at the University of North Carolina, Chapel Hill.

Marguerite Smathers, concert accompanist and organist, has begun a series of programs over WWNC, Asheville, N. C.

Religious programs over WWNC, Asheville, N. C., totaled 354 hours during the past 12 months, according to figures compiled by G. O. Shepherd, director of the station.

WSOC is now handling a daily pickup originating on the dance floor of the Club Royal played by Paul King orchestra.

Building a 'Tribe of Tarzan' around the Tarzan of the Apes' transcriptions released by World, WSOC, Charlotte, N. C., has enrolled 2,500 kiddies. Program is sponsored by a local dairy concern, pushing ice cream.

NBC A-C Spackplug program, with Raymond Knight, will start over WSOC, Charlotte, N. C., March 21.

Southern Dairies, Charlotte, N. C., has a room belonging to its plant, seating 500, that Cole Kiddies Club program. They are going to have to enlarge into another location to accommodate the crowds of youngsters.

Announcers for WBT compared gifts from listeners recently. Claire Shadwell's pig was the best offer, just as good, his way—and the greatest problem. W. A. Schudt, Jr., liked a box of toys that came from Porto Rico. Chuck Cruchfield offered most best of nuts.

Lee Everett, who claims a 'hungering' quality in his voice, gets more food gifts than all the rest combined. Francis Craig, WSM, Memphis, playing, Hermitage Hotel, Nashville, each Saturday night.

New Business

(Continued from page 43)

In Style and Shopping Period. Placed direct. KDKA.

Pertussin Co., Soeck and Kade, thirteen 100-word announcements. Placed by J. Walter Thompson Co. WWSW.

Sakala Foun ry, weekly 15-minute program for 13 weeks. Placed direct. WWSW.

Lewis Broadcasters, renewal of 52 half-hour programs to be used with in period of 90 days. Placed direct. WWSW.

General Foods Co., in co-operation with number local grocers, six programs, 'Polly Put Her Kettle On,' informal monologues by Lilian Malone, weekly for 52 weeks. WWSW.

Acme Window Shade Co., six announcements weekly for 3 weeks. Placed direct. WWSW.

John Fraser, six 15-minute programs. Placed direct. WWSW.

Engelman's, two announcements only. Placed direct. WWSW.

PORTLAND, ORE.

Huntington Rubber Mills, local account, five months' program service, five minutes, 'Vagabonds of the Road.' Sold by station, KGW.

Edwards Furniture Company, local account, announcement service, one month. Sold by station, KGW.

Graham Berry Growers, Gresham, Oregon, announce service on cooking school feature program. Sold by station, KGW.

Hill Military Academy, local account, sold announcement service of program feature 'Friendly Chat.' Sold by Frederick Schmalz agency, KGW.

Gill Brothers Seeds Company, local account, through W. S. Kilpatrick Agency, ten ten minute program service. KGW.

Gillette Safety Razor Company, through Ruthrauff and Ryan, Inc., one month announcement service, transcriptions. KGW.

Columbia Optical Company, through Gerber and Crossley, one month announcement service, local account. KGW.

Logan Oldsmobile Company, one month announcement service, local account. Sold by station, KGW.

Star Radio Company, local dealer, one month announcement service. Sold by station, KEX.

Lipman Wolfe & Company, local department store, announcement service. Sold by station, KEX.

Logan Oldsmobile Company, local dealer, announcement service. Sold by station, KEX.

FORT WAYNE

Nunismatic, 15 minutes every Sunday for indefinite period. Placed through Scott-Hewe-Bowen agency. WOWO.

Coca Cola, one hour weekly on Sunday afternoons from 3 to 8. WGL.

Smith Brothers, time signals daily. Placed through Scott-Hewe-Bowen agency. WOWO.

Bancilla, daily announcements for indefinite period. WOWO.

Bursley Home Stores, table talk for 15 minutes on Friday afternoons. WOWO.

Allied Mills, short announcements daily. WOWO.

Gillette, dramatic sketch weekly. Renewal. WOWO.

Dodge Auto Company, daily announcements. WOWO.

Poinsette Auto Company, two announcements daily on newcar service. WOWO.

DES MOINES

Pyrrol Co., 5-10 Inquiring mls. Sears Auto Co., 13 15-minute programs, new DeSoto. KSO.

Chase Investment Co., renewal, four announcements daily, 13 weeks. Coolidge Adv. Co., Des Moines. KSO.

Roosevelt Shopping Center, daily announcements, 52 weeks. KSO.

Ford Motor Co., four announcements daily, 8 days. KSO.

Ginsberg Furniture Co., renewal of chain break announcements, 52 announcements. KSO.

2. & G. Malted Cocoa, daily announcements, 12 weeks. KSO.

Peaches Candy Co., 52 one minute announcements. KSO.

Stiggle's Furniture, renewal, daily announcements, 12 weeks. KSO.

Sterne Ready-to-Wear, 52 chain break announcements. KSO.

Ungles Baking Co., seven 15-minute programs, Jackie Merkle and

daily chain breaks for 78 announcements. KSO.

Crandall's Boot Shop, one hour broadcast, kiddie party and 15 chain break announcements. KSO.

Thrift, Inc., renewal, 26 one minute announcements. KSO.

Rite-Way Grocers, three 15-minute programs per week, 18 weeks. Joe Pearson. Coolidge Adv. Co., Des Moines. KSO.

Foreman and Cusick, renewal, three announcements daily, 12 weeks. KSO.

Taylor's Ready-to-Wear, 52 chain break announcements. KSO.

Kahn Millinery, 13 15-minute program style talks. KSO.

Geppert Studios, seven 15-minute programs, Jackie Merkle.

Demon of the Strings

EDDIE PEABODY

Versatility in Entertainment

PURE OIL PROGRAM

WJZ

very Saturday 9-9:30 P. M.

Featured Nightly

HOLLYWOOD RESTAURANT

NEW YORK

Personal Manager

RUDY VALLEE

JACK BENNY

WEAF

10-10:30 P. M.

EVERY SUNDAY

CHEVROLET

PROGRAM

IRENE TAYLOR

Personal Management

SEGER ELLIS

ROCKWELL O'KEEFE, Inc.

RKO Bldg., Radio City, New York

HENRY BUSSE

AND HIS MUSIC

NOW

CHEZ PAREE

Chicago

Broadcasting Nightly CBS

JULES STEIN

and HIS ORCHESTRA

At Prime Rainbo Gardens

NBC-CHICAGO-NBC

WEAF (Daily) 10:30 P. M. CST

WJZ (rd.) 11:30 P. M. EST

PAT KENNEDY

(The Unmasked Tenor)

Sponsored by

Paris Medicine Co.

WGCI Chicago, Daily

1:30-1:45 P. M. CST

ARTHUR BORAN

RADIO FAVORITE MIMIC

COLGATE HOUR

WEAF—COAST-TO-COAST

9 P. M. EST. EVERY SAT.

ROXY, NEW YORK

WEEK OF MARCH 16

CONRAD THIBAUT

Wednesday, 8:30-9 P. M.

WABC

Thursday, 9-10 P. M.

WEAF

ABE LYMAN

AND HIS

CALIFORNIA ORCHESTRA

COAST-TO-COAST

WABC

SUNDAY, 2:30 p. m.-3 p. m.

WEAF

WED.,

8:30 p. m.

9 p. m.

FRED ALLEN'S

SAL HEPATICA REVUE

with

FORTY and FORTY

JACK SMART

ERWIN DELMORE

MARY MCCOY

SCRAPPY LAMBERT

SONGSMITHS

FERDE GROFE'S MUSIC

Material by Fred Allen and

Harry Tugend

WEAF

Wednesday, 9:30 p. m., E.R.T.

Management: Walter Batsheler

LEON BELASCO

ARMOUR PROGRAM

9:30-10 P. M., FRIDAYS

WJZ

MON.-WED.-FRI.

WABC

12 MIDNITE

Nightly at Morris Hotel, New York

Solo Direction HERMAN BERNI

1616 Broadway, NEW YORK

VIVIAN JANIS

"ZIEGFELD FOLLIES"

Solo Direction

HERMAN BERNI

1616 Broadway

New York City

ORIGINAL CALIFORNIA COLLEGIANS

Late Features of

"Fifty Million Frenchmen"

"Three's a Crowd"

NOW

"ROBERTA"

NEW AMSTERDAM

NEW YORK

12 Night Spots with Bands and Floor Shows; Kansas City's Biggest Season

Kansas City, March 12. Competition for business between the numerous night clubs and dance halls grays for the munitenters, more of whom are now on regular salaries than ever before in the history of this town. Thousands have been spent in decorations, furnishings and equipment, and now it is a fight for the survival of the fittest. Following is the list of acts, orchestras and prices at some of the local resorts this week:

Ritz—Carol and Evelyn, Kenyon Hull, Billy Love, Evelyn Mann, Shirley Roberts, Fred Carnahan, m.c. No cover.

Club Alamo—Van and Van Mable Hill, Three Chocolate Drops, Count Basie's orchestra. No cover.

The New Reel—George, (Tap) Sheppard, Mary Quinn, Eileen Morse, DeLores Le Mar, Reel Sisters, Emil Chiquette's orchestra.

Silver Slipper—Connie Cello, Ken Sawyer, Carol Chappell, Jack and Jane, veret, Rosalie Bell, Dick Ware, m.c. 50c admission Saturdays only.

Coco-Nut Grove—Duvall and Tress, Six Dancing Dolls, Jane and Ethel Grant, Virginia Dale, Lolita, Clyde Snyder, m.c.; Billy Miller's band. Admission 25c. Saturday nights, 40c.

Hi-Hat Club—McLoud Sisters, Evelyn Roth, Johnnie Herron. No cover.

Harlem Club—All-colored show; Olive and Joe, Shorty and Ruby, Shibley, Three Bad Boys, Julia and George Lee, Benny Moten, George Lee orchestra. Exclusively white patronage. Admission, 25c.

Mardi Gras Club—The Marselles, Jean and Joe Lytle, Rae Murray, Dorothy Donnell, Marvin Randazzo, Katherine O'Grady, Johnny Whetstone's orchestra. No cover.

Dante's Inferno—Rossell Sisters, Katherine Nicpor, Helen Crandall, Jean Carroll, Elie Madlot, m.c.; Charles Perry's band. No cover.

Paramount Club—Myron and Evelyn, Marion Sullivan, Pjaji Pagano, Johnny O'Connor, m.c.; Johnnie Engras's orchestra. No cover.

Aladdin—Don Torres orchestra and floor show. No cover.

Bar Le Due—Virgil Hill's orchestra.

Lombardo at Waldorf

Chicago, March 12. Guy Lombardo band opens at the Waldorf-Astoria, New York, early in June for the summer season. Following present California stay the band hops down into Galveston and New Orleans for some cafe dates.

Cummins for Karzas

Chicago, March 12. Bernie Cummins will go into the Andrew Karzas southside Trianon ballroom this summer, replacing Jan Garber band when it goes to Coast.

Cummins band will also take over the northside Aragon bandstand this spring when Wayne King takes a leave of absence.

Now It's Athletes

Baltimore, March 12. With the old nite club talent drafting dodge, 'theatrical night,' seemingly out because of thumbs-down attitude of artists, newest wrinkle is 'athletic nights,' which feature sports figures in attendance on specified evenings as 'guests.'

Local pro hockey team en masse has been hosted by trio of niteries to date. Orioles, town's ball club, will be guested at several spots prior to departure to their training camp. The spots advertise the jets as extensively formerly did the actors.

Anti-ASCAP Soc. In Balto Petitions NRA Intervention

Baltimore, March 12. At a mass meeting last Wednesday (7) John D. Farow, local bandmaster and chairman of the executive committee of the Music Users' Protective Association, an organization of recent formation with membership of 100 proprietors and operators of restaurants, nite clubs, dance halls, taverns and radio shops, asserted that the American Society of Composers, Authors & Publishers, 'through its complete control of copyrighted music, composes a monopoly that has affected injuriously practically every business man using music and in some instances has put proprietors of small establishments out of business.'

Music Users was formed to combat the system of license fees as practiced by ASCAP. At the meeting it was asserted NRA intervention had been invoked because in many instances proprietors of spots had been forced to discontinue with musicians due to inability to pay ASCAP fees.

Harry L. Katz, counsel for Music Users stated a petition has been filed in Washington with Federal Trade Commission asking investigation of the society.

Thames six months of wrangling locally between dinary operators and ASCAP. Henry Chesterton, for years local collection rep of the society was removed five weeks ago, this region merging with Philadelphia district and coming under jurisdiction of H. A. Brown, ASCAP rep in the eastern Penn. territory.

MUSICIANS' UNION 802 AFTER N. Y. BALLROOMS

To eliminate underselling, the New York musicians union is adjusting salaries and working conditions in the Broadway ballrooms. Parleys are being held with the individual operators of these spots to learn what they have been paying their bands and what they can afford to pay.

Union hopes that by resetting the scale the ballroom owners will cooperate against underselling, issue bona fide contracts and will not engage in kickback practices. Move to straighten out the ballroom situation follows similar readjustment among the Chinese restaurants. Bandmen working in the latter spots are collecting their salaries from the union. Employer turns the envelope over to the local and 30% is held by the union in escrow it makes sure there isn't a kickback.

BEER MEANS TALENT

Jackson, Miss., March 12. Grison's night club opened here last week, when beer was legalized in the state.

Some talent is being used from New Orleans, Birmingham and other southern cities.

Erwin Bargy setting up an office as the Chicago representative for the newly formed Isiam Jones Music Co.

Victor in NBC's Quarters

RCA Victor has sublet from NBC a couple of floors of the network's former layout at 711 Fifth Ave. Space will be used both for offices and recording studios.

Phonograph expects to move from its present stand at 153 East 24th St., around April 1. NBC's lease at the Fifth Ave. address has seven years to go.

802 VOTING ON HOME RULE RIGHTS

Members of the New York musicians union voted all day yesterday (Monday) question of whether they want local autonomy. Poll will bring to a head the 10-year battle by the musicians the right to appoint their own officers. Boys balloted the night as they could break away from their jobs.

Under the present executive setup, the local authority over the selection of officers is held by Joseph Weber, prez of the American Federation of Musicians. He acquired this right when Local 802 was chartered as part of the international union's campaign against the original New York branch.

A secret vote slated for next week will determine whether the branch should demand the right to govern its affairs as other locals in the A. F. of M. are permitted to do. If okayed, the membership will select a committee of 11 to take the issue to the international board.

MUSIC NOTES

Jack Mills has taken over American publication rights to the French screen musical, 'La Belle de Nuit.' It's a Metropa release.

Dave Oppenheim and Mike Cleary returned Tuesday (6) from London. Went over a couple months ago to write the current revue at the Dorchester club.

Anson Weeks opened at Sui Jeb, Galveston, March 9, for a four weeks' engagement. First of series of big time orchestral attractions booked by Sam Maceo. Guy Lombardo will follow Weeks, with Ben Bernie slated later.

Song writing is a side line with MacPherson, who handles the advertising copy for Maddux, Inc.

Deal on for Don Bestor to replace George Olsen at the Pennsylvania, New York.

Billy Moll is doing Ted Florida's arrangements for the Old Gold show. Moll formerly was a Shapiro-Bernstein staff arranger.

Indications are that Hal Kemp will take over the Roosevelt, New York, bandstand around May 1.

Claude St. Low, of Canadian Music Sales, was in New York last week.

Shapiro-Bernstein has filed an answer to the suit brought by Sam Robbins for royalties on the sheet sales of 'The Old Spinning Wheel.' Robbins is asking for a cent a copy. Publisher's reply was a general denial.

Raymond Paige's 24-piece band on the Coast is plattering several of the Walt Disney tunes for Victor, and likewise about six songs from the latest Bing Crosby pic, 'We're Not Resing.'

Lou Diamond has put in a bid for the picture-rights to the title 'Stormy Weather.' Paramount has a feature in mind for the tag.

Jack Souders takes a dance band into the Hotel Senator, Sacramento, on March 3, booked by the Thomas Lee Artists Bureau. Former F&M m.c. will broadcast over the Don Lee network from KFBK, Sacto.

Most Played on the Air Last Week

To familiarize the rest of the country with the tunes most sung and played on the air around New York, the following is the compilation for last week. This tabulation will continue regularly. In answer to inquiries, these plays are figured on a Saturday-through-Friday week, regularly.

Tabulation in turn is broken down into two divisions: Number of plays on the major networks (WEAF and WJZ of the NBC chain, and WABC, key station of CBS), along with the total of plays on New York's two full-time independent stations—WOR and WMOA. Data obtained from 'Radio Log' compiled by Accurate Reporting Service.

Title	WEAF WJZ WABC	WOR WMOA	Total
'You Oughta Be In It'	24	19	43
'Let's Fall in Love'	25	13	38
'Over Somebody Else's Shoulder'	14	20	34
'Carolina'	19	13	32
'This Little Piggy Went to Market'	18	14	32
'Without That Certain Thing'	21	11	32
'In a Shelter from a Shower'	10	18	28
'There Goes My Heart'	13	14	27
'Champagne Waltz'	24	3	27
'Wagon Wheels'	18	9	27
'Going to Heaven on a Mule'	6	23	29
'Smoke Gets into Your Eyes'	7	22	29
'Love Locked Out'	8	21	29
'Something About a Soldier'	7	22	29
'Boulevard of Broken Dreams'	1	21	22
'What's Good for the Goose'	1	21	22

No Liquor, Beer or Dancing Quiets Barbary Coast Thoughts of Revival

Philadelphia French

Philadelphia, March 12. French flair in night club named hit a snag in Philly this week, in connection with the opening of the new spot called Cafe du Pares. A huge sign had caught the eye of an observer who informed the proprietor that the title should be spelled 'de' and not 'd'.

Whereupon the owner pulled the prize nifty, 'I don't care how they spell it. This place is gonna be different.'

NIGHT CLUB REVIEW

Club Rendezvous, Balto.

Baltimore, March 3. There were three or four tries in this spot during pre-depress era, all star-studded. Now after four years darkness the blinds have been lifted by Chic Kessler in a manner that betokens more chance of success.

Booze a prime help; also low rental figure, effected by the spot's long-term bleakness. The toughest bar to hurdle is out-of-way location, quite far removed from loop area, being in n. w. corner of town under Warner's Met. Will need a hefty campaign to imprint it on public consciousness and opening it when, due to insufficiently widespread and felicitous announcement, place was under capacity at peak hour.

Rectangular room, seating 125 comfortably. No dinner, but full supper menu and completely regimented list of liquors, plus few of the more popular wines. Sans cover, with \$1 at all times, standard rate currently in Balto.

Floor show, on twice nightly, may eventuate as spot's best seller. Evidently not much overhead involved. Ted Kramer m. c.'s adequately in run-of-mine manner and contribute a brace of pop songs with fair pipes. Doris Robinson and Evelyn Calmer click with dual harmony chanting and toss in some rhythm tapology for extra measure. May Miller over with acro control routine; ditto Doris Mathews' low-down strut. There's a line of lookers, the Lee Debutantes, Virginia Lee Marchant, stagger.

Harvey Alexander's orchestra. Six pieces, with flair for Harlemaesque brass.

Goldman Leaves Robbins

Mack Goldman is no longer general professional manager for Robbins Music Corp. Break followed a verbal clash between Goldman and Jack Robbins.

Goldman went on the Robbins payroll last summer.

MEET YOUR FAVORITE STAR OF STAGE AND SCREEN AT MIKE FRITZEL'S

CHEZ PAREE

611 Fairbanks America's Smartest Restaurant and Supper Club. Delaware 1055

CHICAGO

San Francisco, March 12.

What 'wot' once a potent flower is due to fade again: it's the Barbary Coast, which a month back appeared on the high road to a fat and fast future.

Liquor sales permits were definitely turned down by the State Board of Equalization this week, and the Frisco Police Commission, which was about to issue dance permits to the half-dozen Coast spots, has reversed itself.

Result is no drinking, no hoofing, no business. Places are beginning to hold up, four locked the doors already, and the remaining two getting about 100 customers a day. These take a soft drink at two-bits and then scam out.

Orchestra, entertainers, waiters, et al., are out, and the old Coast, with some \$100,000 sunk in bringing it back to life, is already deadlier than a glass of yesterday's beer.

Clubwomen did it, their mass protests flooding the offices of police, city supervisors, mayor and others. Public opinion, too, may force the closing of three Market street beer joints. A cop was beaten in front of one of these last week, dying few hours later.

Sanders Backs Out

Chicago, March 12. With details all completed, Joe Sanders backed out of the proposed Blackhawk restaurant engagement at the last minute. Sanders stated he wanted to go back to Kansas City for a vacation instead. MCA had been trying to arrange a return of the Coon-Sanders name to the Blackhawk, bringing in the son of late Carleton Coon for the other half of the name.

Nothing yet set to replace the Hal Kemp aggregation when it moves out for a road tour next month. Kemp is booked for the Lincoln Tavern out in the suburbs for the summer season.

A Favorite Who Continues

CHARLES CARLIE

Broadcasting via CBS and thrilling audiences with one of radio's most glamorous voices. You will see of late Carleton Coon feature 'JUST COULD WE TAKE IT BABY'

'WE'LL MAKE MAY WHILL THE SUN SHINES'

'DANCING IN THE MOON'

'THE MOONLIGHT WALTZ'

'INTUITION'

'THAT'S WHAT MAKES THE WORLD GO 'ROUND'

ROBBINS MUSIC CORPORATION

1799 SEVENTH AVENUE NEW YORK

HARRIETTE
CAPERTON
AND
VERNON
BIDDLE
DANCING NIGHTLY
MIAMI-BILTMORE
HOTEL
MIAMI, FLORIDA
AFTER TEN WEEKS
AT
PALAIS ROYAL
NEW YORK

NO NEW SOCKS HELD BACK FEBRUARY

New York, March 13. February failed to produce a new smash seller for the sheet music business, with the result that wholesale takings were by a wide margin beneath the levels of the previous two months. Sharp slump set in after the first week of February and the lowdown situation prevailed right through to the turn into March. Mechanical field, on the other hand, felt something of a nudge upward during February.

Of the leading six for February, 'The Old Spinning Wheel' held up sturdily, with the end of the month seeing this bit of Americana edging over the 500,000 copy mark. Tune now gives indication of moving into the 600,000 or better class. Through the last week of the month, despite the general dip in the industry, it was averaging 5,000 sheets a day.

'Smoke Gets Into Your Eyes' (T. B. Harms) retained the deuce niche consistently through February, while 'Good Night Little Girl' (Morris) moved out of the rung below to make way for Robbins' 'Make Hay While the Sun Shines'. Last month found 'This Little Piggy Went to Market' (DeSylva) doing the champion-up of the sextet with the sales tally making it an easy No. 5. 'Throw Another Log on the Fire' (Feist) built its way up gradually to the next slot.

Among the runners-up for the month were 'Everything I Have Is Yours' (Robbins), 'On the Wrong Side of the Fence' (Donaldson), 'Orchids in the Moonlight' (T. B. Harms) and 'Carrioca' (T. B. Harms). Last two numbers are from the picture 'Flying Down to Rio'.

In the disc sector Jimmy Durante was top attraction for Brunswick, Paul Whiteman was Victor's white-haired boy and Benny Goodman was still going strong for Columbia.

Ice Spurt in Chi

Chicago, March 12. Little change in the top setup in the sheet music best sellers, 'Last Round Up' dropped out of the picture, going below the first 10. Big rise of the month is the novelty 'Little Piggy Went to Market', which comes into the blue ribbon arena from nowhere. Outside of the big six but still in the money are 'Temptation', which rates seventh, 'Orchids in the Moonlight', 'After Sundown' and 'Everything I Have Is Yours' to follow in that order.

Disc sales are making everybody happy. Pickup is more noticeable here than in any other branch of the music trade. Those taverns with the coin-operated machines are meaning plenty of business for the record manufacturers. Particularly is this true down in the south, where they would still rather listen to a hot disc than the Metropolitan Opera on the radio.

Coast Fair

Los Angeles, March 12. February sales of both sheets and platters was brisk for the first two weeks, then a lull and strong pickup for the final week.

'Carrioca', recorded by Harry Sosnik's orchestra for Victor, jumped into the lead as the big platter seller for February, with 'Little Grass Shack' topping the list for Brunswick. Rudy Vallee's 'Flying Down to Rio' and 'Orchids in the Moonlight' were in heavy demand, with 'Song of Surrender' proving a popular buy for both Brunswick and Victor.

In the dime stores 'Shack' led the sales of sheet music, while 'When Tomorrow Comes' topped the stores catering to a more conservative trade. 'Spinning Wheel' is still a big seller. 'Smoke Gets Into Your Eyes' demand continuing heavy.

Late Customers Play

Watertown, N. T., March 12. Dick Betts, playing week's engagement at Schine's Aron, gave customers a chance to play the organ. Betts carries a baby console, which he gives patrons an opportunity to play without having to leave their seats.

He also invites them to step up to the mike at the organ and sing.

FEBRUARY MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING FEBRUARY BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

6 Best Sellers in Sheet Music Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
SONG—No. 1	'The Old Spinning Wheel'	'Old Spinning Wheel'	'Little Grass Shack'
SONG—No. 2	'Smoke Gets in Your Eyes'	'Smoke Gets in Your Eyes'	'When Tomorrow Comes'
SONG—No. 3	'Make Hay While the Sun Shines'	'Throw Another Log'	'Old Spinning Wheel'
SONG—No. 4	'Good Night Little Girl of My Dreams'	'This Little Piggy'	'Good Night Little Girl'
SONG—No. 5	'This Little Piggy Went to Market'	'Make Hay While the Sun Shines'	'Goin' to Heaven on a Mule'
SONG—No. 6	'Throw Another Log on the Fire'	'Good Night Little Girl'	'Smoke Gets in Your Eyes'

3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1	'Inka-Dinka-Do', 'Hot Pataata' (Jimmy Durante)	'This Little Pi' (Victor Young Orch.)	'Little Grass Shack' (Ted Fiorito Orch.)
BRUNSWICK—No. 2	'On a Steamer Coming Over', 'We're All Riding on a Rainbow' (Bert Ambrose Orch.)	'Carrioca' (Castilian Troubadors)	'Night on the Water' (Guy Lombardo Orch.)
BRUNSWICK—No. 3	'Smoke Gets in Your Eyes', 'This Little Piggy' (Ruth Etting)	'Old Spinning Wheel' (Victor Young Orch.)	'Song of Surrender' (Wayne King Orch.)
BRUNSWICK—No. 4	'That's Love', 'Lullaby in Blue' (Casa Loma Orch.)	'Coffee in the Morning' (Boswell Sisters)	'Temptation' (Ted Fiorito Orch.)
BRUNSWICK—No. 5	'Wonder Bar', 'Why Do I Dream Those Dreams' (Freddie Martin Orch.)	'Love Locked Out' (Ambrose Orch.)	'Let's Fall in Love' (Gus Arnheim Orch.)
BRUNSWICK—No. 6	'Wagon Wheels', 'I Can't Go on Like This' (Abe Lyman Orch.)	'My Little Shack' (Ted Fiorito Orch.)	'I Raised My Hat' (Guy Lombardo Orch.)
COLUMBIA—No. 1	'O' Pappy', 'Junk Man' (Benny Goodman Orch.)	'Orchids in the Moonlight' (Enrico Madriguera Orch.)	'Riffin' the Scotch' (Benny Goodman Orch.)
COLUMBIA—No. 2	'Orchids in the Moonlight', 'Carrioca' (Enrico Madriguera Orch.)	'Smoke Gets in Your Eyes' (Emil Coleman Orch.)	'We Got the Jitters' (Ben Pollack Orch.)
COLUMBIA—No. 3	'Music Makes Me', 'In a Shelter from a Shower' (Emil Coleman Orch.)	'Little Grass Shack' (Ben Pollack Orch.)	'Love Me or Leave Me' (Benny Goodman Orch.)
COLUMBIA—No. 4	'My Little Grass Shack', 'Goin' to Heaven on a Mule' (Ben Pollack Orch.)	'Music Makes Me' (Emil Coleman Orch.)	'Ain't You Glad?' (Benny Goodman Orch.)
COLUMBIA—No. 5	'Wagon Wheels', 'You're in My Power' (George Olsen Orch.)	'O' Pappy' (Benny Goodman Orch.)	'This Little Piggy' (George Olsen Orch.)
COLUMBIA—No. 6	'The Super Special Picture of the Year', 'We Own a Saloon' (Yacht Club Boys)	'Carrioca' (Enrico Madriguera Orch.)	'Tappin' the Barrel' (Benny Goodman Orch.)
VICTOR—No. 1	'Smoke Gets in Your Eyes', 'Something Had to Happen' (Paul Whiteman)	'Wagon Wheels' (Paul Whiteman)	'Carrioca' (Harry Sosnik Orch.)
VICTOR—No. 2	'Count Your Blessings', 'Carrioca' (Harry Sosnik Orch.)	'Another Log on the Fire' (Don Bestor Orch.)	'Flying Down to Rio' (Rudy Vallee Orch.)
VICTOR—No. 3	'Old Spinning Wheel', 'Hang Out the Stars in Indiana' (Ray Noble Orch.)	'Carrioca' (Harry Sosnik Orch.)	'Orchids in the Moonlight' (Rudy Vallee Orch.)
VICTOR—No. 4	'I Just Couldn't Take It Baby', 'One Hundred Years from Today' (Eddie Duchin Orch.)	'Goin' to Heaven on a Mule' (Rudy Vallee Orch.)	'Love Locked Out' (Ray Noble Orch.)
VICTOR—No. 5	'Orchids in the Moonlight', 'Flying Down to Rio' (Rudy Vallee Orch.)	'This Little Piggy Went to Market' (Eddie Duchin Orch.)	'Song of Surrender' (Eddie Duchin Orch.)
VICTOR—No. 6	'Let's Fall in Love', 'Love Is Love Anywhere' (Eddie Duchin Orch.)	'Boulevard of Broken Dreams' (Jan Garber Orch.)	'Day Break Express' (Duke Ellington Orch.)

Inside Stuff—Music

New York Musicians' union is taking action against a band leader responsible for some of the 'kickback' allegations raised recently in union circles. Papers recommending his expulsion have been prepared for submission to the international board of the American Federation of Musicians for action.

Trial board of the New York local has already found the leader guilty of working his men under scale. Band involved was employed in a Chinese spot on Broadway.

After the New York union had adjusted wages and conditions in these Chinese restaurants so that the 'kickback' thing would be eliminated this leader undertook to pay off half of what he actually collected, with the explanation to his men that he had to take care of somebody in the union. While on trial the bandman admitted that his story to the men in the band was a complete fabrication and that he retained the money for himself.

Jack Hylton, British bandman, last week obtained permission from Justice Sheinag in New York Supreme court to renege the motion for a temporary injunction against Mills Artists Bureau, Inc., and Irving Mills. Hylton wants Mills stayed from booking any of his acts in England and pending trial of Hylton's damage suit.

In asking for another hearing on the motion Hylton's counsel made no mention of Tom Rockwell or the latter's suit, which the British maestro the week before also sought to restrain from doing business in England. Hylton claims that despite an exclusive booking contract he held with Mills the latter arranged to have the Foster agency handle Cab Calloway's current London and Continental tour.

For this Hylton wants \$50,000 damages and a permanent injunction against Mills.

If the phonograph recording companies are amenable to the idea the Music Publishers Protective Association will declare any film track dubbed from a commercial disc contraband and treat such synchronizations as violations of the copyright law.

MPPA wants the major recorders, such as RCA-Victor, Columbia and Brunswick to include on the label of each disc a warning against the platter's use for redubbing on picture sound tracks. With the recorder amenable to the MPPA idea the publishers' organization would have easy sailing in the event it brings legal action.

Name of the artist or act or band that did the recording would be named by the MPPA as the plaintiff in the action brought against the film track synchronizer.

Big returns on 'Carrioca', from the Radio musical, 'Flying Down to Rio', has been responsible for the revival of the rumba vogue among music publishers. At least six firms are readying tunes in this category for release.

Trade Watches Max Mayer Trial

\$1,250,000 Anti-Trust Suit Nearing End After Week of Testimony

Trial of Max Mayer's \$1,250,000 anti-trust suit against the Music Dealers Service, Inc., and 34 member publishing firms yesterday (Monday) went into its second week before a jury in the New York Federal court, with the plaintiff himself spending his third consecutive day on the stand. Airing of this action is looked upon by the music trade as of utmost importance because in the event Mayer obtains a verdict his counsel will press a motion for the dissolution of the MDS.

First witness in the case, after the jury had been picked last Tuesday (6) morning was Maurice A. Richmond, Mayer's former partner and now general manager of the MDS. Richmond, cited to the stand by Mayer's counsel, devoted the next two days to explaining how the distributing combine functions and also the basis upon which each of the member publishers were taken in. John B. Faine, chairman of the Music Publishers Protective Association, succeeded Richmond on the stand to tell who were the officers of his organization and also to give the comparative ratings of certain publishers, such as Sam Fox and Feist.

Case threatened to go to a second mistrial Saturday when A. B. Gilbert, trial counsel for the defendants, objected to some testimony given by Mayer. In the general crossfire between contending coun-

sel and Gilbert moved that proceedings be called off. Court rejected the request and ordered that the counsel proceed.

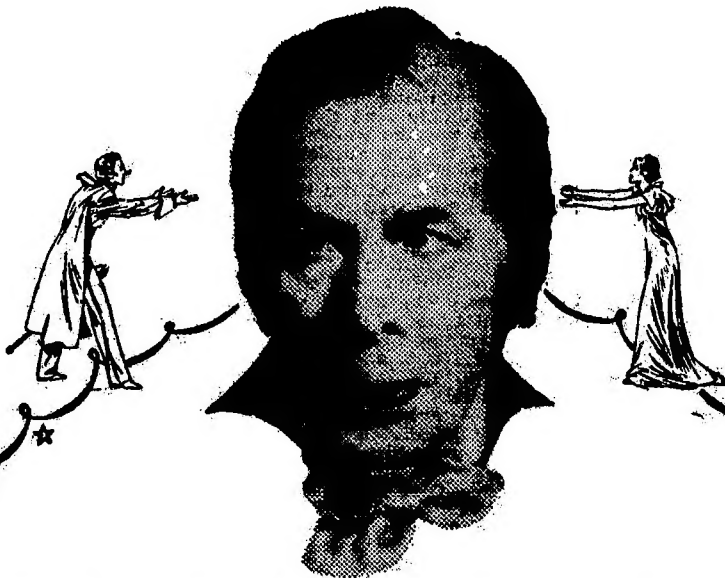
Flaroup came while Mayer's lawyer was quizzing him about a conversation the jobber alleged he had had with Louis Bernstein of Shapiro-Bernstein. Mayer said that after looking over the original plan of the MDS, which he claims Bernstein had put at his disposal, he (Mayer) remarked that he had consulted his lawyer and the latter advised him that any such project would be illegal. Thereupon, testified Mayer, Bernstein told him he had consulted his own lawyer and had obtained a similar opinion. This testimony was ordered struck out by the court.

They Resign

Baltimore, March 12. Lou Lynn orchestra, 12 pieces, has seceded from local musicians' union, thereby jumping \$250 fine imposed by Oscar Appel, local proxy of union, after ork played broadcasts and Saturday and Sunday tea dances sans pay.

Hi-Hat Club, 'nitty where Lynn outfit has been spotted since September, cut the musicians' salaries \$10 per man under scale immediately by their non-union status became effective.

Publishing release on the new Cotton Club show, which unveiled March 11, has gone to Jack Mills.



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— *N. Y. Daily News*

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with showmanship!"

— *Motion Picture Daily*

"The most brilliant picture this year!"

— *Boston Globe*

"The best picture George Arliss ever made!"

— *Los Angeles Times*

"The finest entertainment projected in a decade!"

— *Associated Publications*

"Everything an audience could want in a picture!"

— *Motion Picture Herald*



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